

PRINTERS' INK

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NEW YORK, NOVEMBER 22, 1922

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B. A. I. S. 1901 with
N. W. Ayer & Son

Animating the Inanimate

SEEN through the medium of half-tone or zinc etching, all underwear assumes a similar appearance.

To illustrate such a prosaic product and to make it outstanding among myriad competition was the task that confronted us in preparing the advertising for our client, the Wright's Underwear Company, Inc., of New York City.

We took the garment alone, endowed it with life, animated it, and sent it forth to brave the rigors of wintry surroundings.

The effect is startling. Humorous? Perhaps! But its interest-compelling value is indisputable. The entire attention is focused on the product itself.

The copy appeal is a logical one, a convincing one. It touches but lightly the points of manufacture and stresses the more important features of comfort and health that are conducted by wearing Wright's Health Underwear. The entire campaign is unusual.

• • • • •

There is always a way of taking some product in a much advertised, highly competitive field and making its advertising predominant.

N. W. AYER & SON

ADVERTISING HEADQUARTERS

NEW YORK
BOSTON

PHILADELPHIA

CLEVELAND
CHICAGO



This is not news to many people

The farmer still lives in the country, but the country is much nearer the city than it used to be.

For today the farmer owns an automobile.

Whenever the farmer needs supplies, when his wife wants things, and the children begin to wear out their old clothes, the farmer's automobile comes into service.

Off it goes to the city—to park on a side street in the immediate vicinity of the stores where your goods are sold.

But farmers are much like other people. When they go into the stores they ask for the goods they know by name.

They will know your product by name if you advertise in the publications the farmers read.

Two million prosperous farmer families read the Standard Farm Papers.

They read the advertising with just as much interest as they do the news. They get their buying ideas from the advertising.

A market of two million buying families should be worthy of your consideration.

The Standard Farm Paper Unit

The Flexible national medium with local prestige

A. B. C. Circulation 2,000,000

All Standard Farm Papers are members of the Audit Bureau of Circulation



- Wallaces' Farmer**
Established 1895
- Pacific Rural Press**
Established 1870
- The Farmer, St. Paul**
Established 1882
- The Farmer's Wife**
Established 1900
- Hoard's Dairyman**
Established 1870
- Progressive Farmer**
Established 1886
Birmingham, Raleigh,
Memphis, Dallas
- The Michigan Farmer**
Established 1843
- The Ohio Farmer**
Established 1848
- The Wisconsin Agriculturist**
Established 1877
- Prairie Farmer, Chicago**
Established 1841
- Pennsylvania Farmer**
Established 1880
- The Breeders' Gazette**
Established 1881
- The Nebraska Farmer**
Established 1859
- Eastern Representatives:*
WALLACE C. RICHARDSON, INC.,
95 Madison Ave.
New York City
- Western Representatives:*
STANDARD FARM PAPERS, INC.,
1100 Transportation Bldg.,
Chicago

PRINTERS' INK

Registered U. S. Patent Office

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VOL. CXXI

NEW YORK, NOVEMBER 9, 1922

No. 6

Some Things I Have Learned in Building a Business from Scratch

Experiences in Merchandising While Developing the Annual Advertising Appropriation from \$7,000 to \$500,000 in Five Years

By Northam Warren

President, Northam Warren Corporation, Manufacturer of Cutex Manicure Specialties

MANY of our friends seem to think that our business has grown rapidly, and that we have had few of the set-backs and difficulties usual with a comparatively new business, because our goods have been sold in a field that is largely non-competitive. But competition has its compensations; the pioneer always pays in one way or another for his freedom, and our organization has not been an exception. We have had our full share of difficulties and discouragements, and in overcoming them we have learned many things, a few of which are significant and will, I think, prove of general value.

I realize that in starting a new business, in launching a new product or in marketing an old product for a new purpose, you would not encounter exactly the same difficulties that I met, but I do believe that the principal lessons which I have learned, because they relate to fundamentals, are applicable to nearly every business under the sun. Here is a tabulation of some of these lessons, compressed into a paragraph.

Number one dealt with the resistance of the retail trade to a new product in an uncultivated market. It was an unexpected and most discouraging condition. Then we were compelled to do a great deal of experimenting in order to gain the necessary infor-

mation on which to base our advertising appeal. Our third lesson taught us the necessity of increasing our unit of sale in order to build up our volume without increasing our selling expense. Fourth, we developed a line of assortments, in order to offer complete sets, which assisted our growth. Then we were confronted by slack business, indifferent customers and negligible results from advertising, and our fifth lesson, learned in overcoming these conditions, has aided us at every step of our subsequent development. Our sixth important problem was the resistance of the established manicuring trade, and we are still learning how to meet the condition. And another of the same kind is how to anticipate the preferences of the public, a problem that we are meeting with improving success; but one, of course, that we shall never entirely solve.

Prior to 1912, I had been experimenting for some time with the sale of Cutex, considering it as a side line to my brokerage business in drugs and chemicals. That year I spent \$2,600 for newspaper advertising in New York and Chicago, and because advertising has been such a necessary factor in building up the business, we consider that our beginning. In 1915, the year the business was incorporated, we spent \$7,000 in

advertising; but after that the appropriation grew rapidly until 1920, when we spent \$500,000.

When we started we knew that Cutex would perform a function that was necessary to perfect manicuring. It removed every particle of dead cuticle around the nails without the necessity of cutting or scraping, and scores of medical specialists and chemical experts had tested it and pronounced it harmless. We knew that we had a salable product for which there was a small demand, and we were convinced that the demand could be multiplied many times through advertising.

We determined at the outset that the field was promising and permanent, and we planned to build an institution, rather than to create a business that would deliver the greatest possible profit in the shortest possible time. So, from the start, we have turned most of our profits back into the business, and our necessary increase of capital has been secured largely in this way.

The first serious trouble we encountered was the resistance of the retail trade. The majority of the buyers were willing to cooperate, but in a discouragingly small way, when we convinced them that we were going to advertise our product. Invariably, our salesmen were confronted with the argument that manicure preparations of all kinds were exceedingly slow sellers. We could not devise a selling plan to overcome this, buyers were not willing to bank on our success in educating the public, and in gaining much of our distribution we were compelled to accept orders so small that they did not pay the cost of solicitation.

There was nothing for us to do but to wait until the demand resulting from our advertising proved the salability of our goods. This was discouraging, for our money was limited and our organization small. But the tide turned finally in various localities, and we branched out into new territories, always hampered by the necessity of making

the advertising more productive.

If we had entered a developed field our advertising problems would have been comparatively negligible. But we had no background. We could not start where someone else had left off, and we had neither the successes nor failures of others to guide us. Ours was the first product of the kind to be advertised to any extent, and we had to blaze the way.

This, necessarily, increased our proportionate advertising and selling expenses in several ways. In this we learned our second and most important lesson. We were compelled to do much experimenting, and it was many months before we discovered that the greater part of our advertising copy must be used to educate women to the necessity of taking proper care of their nails. Since then we have always devoted more space to this and to our methods than to actual selling talk on our goods, basing all of our advertising on the assumption that it is just as necessary for a refined woman to manicure her nails and properly care for her hands as it is for her to brush her teeth.

EDUCATIONAL CAMPAIGN MUST CONTINUE

The need for educational copy also increases the cost of our package. For instead of the small folded leaflet of directions, which is customary with toilet preparations, we have always found it necessary to pack a sixteen-page booklet, which is a treatise on manicuring, with every package. A serious obstacle in our marketing plans was the necessarily small price of Cutex. We realized that comparatively few of the women who were in the habit of having their nails manicured were our prospective customers, and that our success must come from the purchases of the mass rather than a small class of women. Hence we put up Cutex in small bottles to retail at 25 cents each until the war sent the cost of ingredients soaring, when we increased the price to 35 cents.



The American Girl's Best Friend

Talk to any group of girls and they will know Margaret Slattery. She is the greatest interpreter today of the thoughts of youth. Her books and her articles are read wherever girls can read.

Miss Slattery has just sent her three latest articles to the Christian Herald: "The Modern Girl Arrives", "Parents" and "Can They Forgive Us?"

This series is one of the great editorial features that are to be found in the Christian Herald.

The Christian Herald

GRAHAM PATTERSON, *Publisher*

BIBLE HOUSE, NEW YORK

Chicago Representatives
Patterson & Corder
225 N. Michigan Blvd.



Pacific Coast Representatives
Blanchard-Nichols-Coleman
Los Angeles San Francisco
Seattle

We soon realized that a new article at a small price in a new field could not be made a rapid builder of volume, and during our early years we considered a large volume our greatest need. Since our field was limited only to women at that time, it was frequently suggested to us that we increase our price; but we were determined to cultivate the popular market, and we stuck to the lowest consistent price.

Here we tackled our third big problem, and we soon decided that we could increase the average unit of sale by offering other manicure specialties, and we began to build up a line. Today it consists of about a dozen items; but we have tried out and discarded many more. The result was that our unit of sale increased, affecting the volume favorably without appreciably increasing our selling expense, and our average retail sale is now several times greater than the original price of Cutex.

The development of our manicure sets also aided us in building up the volume by increasing the unit of sale. The necessity of this taught us our fourth important lesson. Several years ago, we began offering in our advertising, samples of our different products packed in a neat box for a nominal price. Results soon indicated that there was a large potential market for complete sets of Cutex preparations, with suitable materials for their use. Now, Cutex Manicure Sets, ranging in price from sixty cents to three dollars each, are sold throughout the country, and contribute a large part of our volume of business.

While this practice of putting out sets of assembled articles, and adding anything to the line that was related to our purpose and promised to sell, helped to overcome one difficulty, it also led us into another. We did not realize this until the business slump in 1920. We found then that many of our dealers throughout the country had on hand a lot of our goods that were not moving.

These stocks were made up largely of items that we had tried

out and advertised for a time and then dropped, or, at least, ceased to feature.

And all of the dealers, seeming to have just so much to invest in our merchandise, were apparently waiting for the slow stocks to move before they ordered fresh and livelier stocks.

The condition was a great handicap to our advertising. In many large stores it was impossible to buy the goods we were featuring and they were proved sellers. So we made several careful investigations, determined the amount of slow merchandise that was on dealers' shelves, counted up the cost, and then bought back all of the old stock that we could find.

FRESH GOODS MOVED FASTER AND DEALERS' GOOD-WILL WAS REVIVED

That was an expensive but a very profitable investment. It cost a great deal to learn our fifth big lesson; but, of course, all our dealers stocked up on new goods, and the effect on our advertising results was immediate and remarkable. Furthermore, it gained the confidence of the trade throughout the country. It established well the fact that we are much more interested in having our goods delivered to the public than we are merely to sell them to the dealer. That move was one of the best we ever made. It prevented price slashing, and it established our goods more firmly than anything else could have done.

The experience taught us to guard the line against incidental items, experiments and goods that we feel will be only fads. We know now that when a market is unusually slow it is because it is overstocked on out-of-date or discontinued merchandise.

Another problem that we have faced since the beginning of the business is the misunderstanding of professional manicurists. We have solved it in the smaller cities and towns, where manicurists now generally use and recommend our goods; but in New York, Chicago and other large cities they



“Are you a Democrat or a Republican?”

“Aw, lay off that stuff. You kids give me a pain. I ain't heard anything from you fellows for weeks but jawin' and fightin' about Republicans and Democrats. You seem to forget the biggest thing of all.”

“What's that?”

“I mean the best thing you can be is an American. You gotta remember to be that first, last an' all the time. The way you fellows fuss you'd think Republicans and Demys was two diffrunt nations.”

One of the biggest efforts being made by

THE AMERICAN BOY

*“The Biggest, Brightest, Best Magazine
for Boys in All the World”*

is the building of a fine, big citizenship in the minds of the boys of America—our nation makers of to-morrow.

In its stories and articles it is spreading its influence to create an understanding and appreciation of American ideals, American standards, American institutions and American industry. It will pay you to talk to the half-million eager-minded readers of **THE AMERICAN BOY**, averaging 15½ to 16 years old, telling them of *your* ideals and *your* standards. These boys are at the impressionable age. Seed sown now will bring a big harvest in years to come. You can't commence too soon. November 20th is closing date for January.

THE SPRAGUE PUBLISHING CO., Detroit, Michigan

(Member A. B. C.)

Branch Offices: 286 Fifth Ave., New York. 1418 Lytton Building, Chicago

12 salesmen for 16 days 2,780 additional retail outlets secured

THREE months ago the Phenix Cheese Company, manufacturers of Philadelphia Cream Cheese, decided to merchandise and advertise aggressively a new product—Phenix Club Cheese.

New outlets were immediately needed. But there were difficulties. The dealer, on a perishable product of this kind, is unwilling in most cases to carry more than one brand. And that brand is usually a well-established competitor.

A study was made to determine not only the central selling idea for the consumer campaign, but also the profit opportunities to the dealer in developing his cheese business along new lines.

And so, in addition to the consumer advertising, a portfolio was prepared for salesmen to use—a portfolio presenting a wholly new central selling idea for the dealer as well, and designed to get him to anticipate the pull of the consumer campaign.

Certain territories were taken in the New York Metropolitan District, and twelve men selected and trained in the new presentation.

During a 16-day sales drive on independent dealers, the following results were obtained:

Number of dealers interviewed	4,316
Number of dealers sold, 65%	2,780
Dealers sold per man per day, average	15



ROQUEFORT from France
CHEDDAR from England
EDAM from Holland
from **AMERICA now**
TWO native cheeses

Phenix Club Cheese is a carefully selected blend of the finest Roquefort, Cheddar and Edam cheeses. It is a native American cheese, and is the only one of its kind in the United States. It is a native American cheese, and is the only one of its kind in the United States. It is a native American cheese, and is the only one of its kind in the United States.

Now they are asking for
FIVE different cheeses
of this new good

With regular monthly sales of over one hundred cases, Phenix Club Cheese is a native American cheese, and is the only one of its kind in the United States. It is a native American cheese, and is the only one of its kind in the United States. It is a native American cheese, and is the only one of its kind in the United States.



Phenix
CLUB CHEESE
MADE IN U.S.A.

Phenix
CLUB CHEESE



Perhaps you have had to face just this question of how to get distribution under difficult circumstances. Whether your chief problem be this or some other in the field of marketing, selling and advertising, we shall be glad to discuss its solution with you and with the members of your organization.

J. WALTER THOMPSON COMPANY
Advertising

NEW YORK CHICAGO BOSTON CINCINNATI CLEVELAND LONDON

have proved more difficult to influence.

It is significant that the manicuring trade has developed wonderfully during the years that we have been heavily advertising Cutex and our other specialties; but it has required much education to make the average manicurist understand that our effort builds up and stimulates her business. We have encouraged many thousands of women into the practice of manicuring their own nails; but when they can afford it they prefer, quite naturally, to have the work done for them, and they go to the manicurist.

Resistance of this kind is another of the penalties of blazing a business trail. It is annoying and somewhat costly, and we have found that we can make headway in overcoming it only by persistent solicitation.

Our experience here, though, was no different from what numerous other manufacturers have gone through. At first barbers thought the advertisers of safety razors were trying to put them out of business. But instead the educational efforts of the razor manufacturers made men so particular about their personal appearance that hundreds of thousands of new customers were created for the barber. The barber business was never so prosperous as it is today. The automobile business was viewed with alarm by blacksmiths, wagon makers, harness men, horse breeders and other interests. But it has not hurt them. Instead it has increased their money-making opportunities. The blacksmith, it is true, is disappearing, but he is being driven into the garage business, which is vastly more profitable. The sewing machine was cursed because it was supposed to have spelled the doom of the seamstress' livelihood. But on the contrary, it created a thousand occupations for the one that existed before its coming.

MUST CATER TO PREFERENCES


We have learned, also, to anticipate in a measure the preferences of the public as to the form

of our products. As an example, the logical form of nail polish is the cake, and we were, for a time, inclined to manufacture it as our leading polish. It is easy to apply and has several advantages in its favor. But I was in Paris during 1920, and I noticed that there were dozens of different makes of liquid polish and that they were outselling all other forms. So when I returned we decided that the American preference would follow that of France. We increased our advertising on liquid polish, and it has outsold all of our other polishes.

Similar instances have occurred with several of our products, and we have concluded that it is better to feature the kinds of specialties that are preferred by the public, rather than attempt to overcome a preference for a certain form because we think we have a better one. We manufacture polishes in liquid, cake, paste, powder and stick forms, and, as I said, the cake is undoubtedly the most logical; but because the preference of the public was distinctly in favor of the liquid, with the powder a strong second choice, we put up new packages and spent about \$75,000 of our advertising appropriation on them last year, increasing our polish business enormously. And I am sure that it would have been impossible, with the same amount of money, to have gained anywhere near the same amount of increase on other forms of polish.

Today, after ten years of effort, we estimate that we have sold only 25 per cent of our possible market. We still have a tremendous amount of educational work to do, and we find that our original policy is still intact and serviceable. Given the experience we now have, if we were to build up the business again, or if we were to merchandise similar products under like conditions, we would adhere to the same or a similar policy, but in our methods we would save a great deal of money. I think, and make more rapid progress.

(Continued on page 185)



EVERY POSTER ADVERTISEMENT
IS A FRONT COVER

Your Poster
has preferred
position always

EVERY NORDHEM CLIENT
RECEIVES FRONT COVER SERVICE

WHAT IS WRONG WITH THIS PICTURE?

That's easy.—It portrays a vacant poster board, and vacant poster boards are extinct. The 24-sheet poster is the advertising medium that's practically always sold out in advance.

The question-mark refers to you. Whether or not your name appears on the boards is up to you—but all the details of your posting will be taken care of by Nordhem.

IVAN · B · NORDHEM COMPANY

Poster Advertising in the United States and Canada
8 West 40th Street · New York City
Chicago *Pittsburgh*

Plain Talk about Sentiment from the New York Florists

A Co-operative Campaign Designed to Jolt the Thoughtless Husband into Action

THE problem of selling flowers to the average unimaginative business man is a peculiar one—for the business man is a creature of habit. As Sinclair Lewis shows, it is a sensational event for him to change the contents of his pockets from the brown suit to the gray. A silver cigar

several hundred per cent. If he gives his wife flowers on Christmas, Easter and doesn't forget to bring some home on their wedding anniversary, he considers himself a pretty thoughtful and sentimental creature. Flowers are an incidental purchase. To sell them to the average business man requires some sort of plain talk to jolt him out of his thoughtless attitude about his wife and about the flowers that would please her.

That is why the Allied Florists Association of New York is using rather unusual copy to make the suggestion stick in his mind, that the well-known average man buy flowers for his wife or sweetheart. This co-operative advertising space is being used in a list of metropolitan newspapers—and the copy minces no words in telling friend husband his plain duty concerning flowers and his wife. "Your wife would be astonished," it says, "to see you walk in with the Woolworth Building under one arm. But she would probably be even more astonished to see you bring home a box of flowers. There is no more pleasant surprise you could give her, no better evening than this to start a good habit. Say it with flowers!"

And surely there is nothing indirect or ambiguous about the following copy: "Many a woman gets flowers from her husband at her wedding—and not again until her funeral. There is more time for her to appreciate them on ordinary occasions. Why not surprise your wife with a box tonight?"

On each piece of copy the membership emblem of the association—a white rose on a background of black, with the words "Member 'Allied' Florists Association"—is featured. It is planned as the membership grows to have the members display this sign at a conspicuous place in the window to tie up with the local advertising.



A MAN doesn't have to starve his wife to death to be guilty of neglect.

Thoughtlessness about little things—like flowers—is the kind of neglect that hurts.

Does your wife know you think of her?

Say it with flowers!

ALLIED FLORISTS
ASSOCIATION
of New York

Look for this
MEMBERSHIP EMBLEM
on flower-shop windows



FLORISTS ENGAGE IN A CAMPAIGN OF
EDUCATION FOR HUSBANDS

cutter, seven keys, the use of two of which he has forgotten, a fountain pen, a silver pencil and the loose-leaf notebook, these things are close to his daily life. When it comes to sentiment, the average man isn't always there.

If some night before he started for his home in the suburbs his wife could say a few words to him, telling him how she would appreciate some flowers, his annual purchases would probably increase

Influencing A State [*through a single newspaper*]

Few metropolitan newspapers so completely cover their home cities as The Sunday Register covers Des Moines. But the influence of Sunday Register advertising extends far beyond the city limits of Des Moines—TO ALL IOWA.

Suppose you have a dealer at Mason City—a city of 20,000 population in northern Iowa. Two thousand three hundred and fifty Mason City families will read your advertisement in The Des Moines Sunday Register.

Or put your pencil on Iowa City, a town of 11,000 people in eastern Iowa. Here your Sunday Register ad will be read by one thousand two hundred and thirty-five families.

The Iowa circulation of The Sunday Register is in excess of 120,000 and is two and a half times that of the best-known national weekly in this State.

Let us send you "The Shortest Route to Iowa's Pocketbook," showing The Sunday Register's circulation in more than one thousand Iowa cities and towns and other valuable Iowa data.

Des Moines Sunday Register

I. A. Klein,
50 E. 42nd Street,
New York

Guy S. Osborn,
1302 Tribune Building,
Chicago

Jos. R. Scolaro,
701 Ford Building,
Detroit

C. A. Cour,
401 Globe Democrat Building,
St. Louis

R. J. Bidwell Company,
San Francisco,
Los Angeles



H. G. Wells Says:

"We are hardly in the dawn of human greatness. Man is still only adolescent. . . . We can, if we will, more than realize the boldest imaginings of our race."

Mr. Wells many times has proved his power as a prophet. In *Collier's* he prophesies again concern-

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ing the outcome of present-day problems—an inspiring vision of what we can make of our world if we will. Read “In the Dawn of Human Greatness” in this week’s Collier’s.

Also in this Issue;

In Defense of Myself *By Charles Chaplin*

As a Dog Should

A story by Charles Alexander

Save Coal and Keep Warm *By Harold Cary*

Waxworks *A story by Harry Esty Dounce*

The Black Mandarin

A serial by Sax Rohmer

A Big Day for Bill *By Earl Derr Biggers*

Uncle Henry on Football Reforms

Collier’s Editorials

Cartoon by J. N. Darling

Every week the readers in more than a million homes find in Collier’s, besides good entertainment, a personal interpretation of national problems.

Collier’s

THE NATIONAL WEEKLY

The Crowell Publishing Company
381 Fourth Avenue, New York, N. Y.

Textiles—The Great Field of Advertising Opportunity

Signs Point to Wonderful Future of Advertising in This Field

By Leon Allen

Of the Dry Goods Economist

CONDÉ NAST, in the days of the Home Pattern Company, once published a series of advertisements under the caption, "When the subway was opened everyone saw." The theme was the importance of anticipation in advertising as well as in real estate.

Mr. Nast was speaking of a publication, but his truisms, would apply equally as well today to the greatest opportunity and the greatest responsibility yet faced by advertising as a profession—the development of the textile field.

I know that textiles, and particularly yardage goods, have long been the "x" in the advertising equation. And I know the apparent complexities which surround textile advertising. Yet just as Mr. Morgan was a bull on the United States, so I am a bull on the ultimate future of textiles and advertising.

My conviction rests neither on prejudice nor blind faith, but on the underlying conditions and a confidence in the ultimate wisdom of the men who direct textile destinies. To me there is no escaping the following facts:

1. The basic wealth of the industry.
2. The growing consciousness by textile men of how the geographical vastness of the United States retards the easy flow of merchandise.
3. The transition from a war to a peace basis in certain textile groups, coupled with the entry of new mills in the South into competition with old-established organizations in New England and elsewhere in the North.
4. The relation of the textiles with a distributive force which is essentially built on

advertising the great retail organizations.

5. That as a profession we are approaching textile advertising in a spirit of intelligent research both as to distributive methods and copy appeal.
6. That for the first time in advertising history there is developing a co-ordination of ideas among all the factors which are sincerely working to establish advertising as a force in the textile industry. The millennium has not arrived, but we are at least striving to prove that the children of light are as wise as the disciples of darkness.
7. The textile distributors—commission house, wholesaler and retailer—are accepting the advertising idea when the advertising fits their needs.

Later I will buttress these bald statements with proof from authentic sources; for the present I ask that you accept them as true. This for the reason that there is another side of the picture, and before I am accused of being a wild-eyed enthusiast I want to show that while I see the roseate road of opportunity I also recognize the rocks and the rough spots.

NEED FOR ADVERTISING MAN'S EDUCATION IN TEXTILES

The prime difficulty in considering textiles is the great diversity of products which come under this head, and the diverse methods of marketing which split up the industry into not only groups of commodities, but also into sub-groups in the individual commodity field. Consequently, intelligently to plan textile advertising, the advertising man must know:

1. The generic character of the industry;

2. The broad groups into which it divides;
3. The subdivisions of the "basic" groups;
4. The market structure which absorbs and distributes the products of each subdivision.

The generic name "Textiles" covers an extremely broad field. *The Textile World* gives two basic groups—

- A. Piece Goods
- B. Knit Goods.

Under "A"—Piece Goods—it makes the following detailed classifications:

1. Fabrics
2. Narrow Fabrics
3. Floor Coverings
4. Curtains and Upholstery
5. Specialties under which are listed blankets, bedspreads, etc.

"B"—Knit Goods—it refers to as hosiery, underwear, and knitted outerwear, though of course there are today piece goods in the "Knit" field.

By their nature, being in a sense packaged goods, hosiery and underwear ought not to present any particular problem. For this reason, and because when we speak of Textiles we so often mean only "Piece Goods," in this article I am confining myself to that first great classification.

The first and great field in "Piece Goods" is, of course, the cotton, silk and wool cloths which classify as domestics, dress goods and wash cottons.

Some of the major classifications under these basic raw material heads are as follows:

Cottons—

- Sheetings, Shirtings and Drills;
- Damask, Towels and Toweling;
- Ginghams and Print Cloth;
- Fine White Goods and Colored Cottons;
- Flannels.

Silks—

- Real and Artificial, woven, printed and knit;
- Broad Silks;

- Chiffons;
- Glove Silks;
- Lining Silks;
- Plushes and Velvets.

Wool—

- Woolen and Worsted Dress Goods;
- Felts and Flannels;
- Cloakings and Overcoatings.

The Narrow Fabric Field means little to the layman, but it figures largely in the textile industry. In it we find:

- Shoe and Corset Laces;
- Tapes and Braids;
- Elastic Webbing;
- Narrow Laces;
- Hat Bands and Ribbons;
- Silk Trimmings.

Floor Coverings, of course, cover the great division of the trade—Carpets and Rugs.

Curtains and Upholstery take in the makers of curtain laces, scrims, nets, etc., and also include the makers of cotton cretonnes, drapery silks and hangings of every description, and table covers.

The Specialty field is extremely large. It includes materials sold through ordinary channels such as—

- Absorbent Cotton;
- Awning Stripes;
- Bedspreads and Blankets;
- Buckrams and Crinolines;
- Cotton Gauze Goods;
- Fly Nets;

and others such as

- Automobile Cloths;
- Bagging;
- Book Cloths;
- Hammock Nets;
- Hair Cloths;
- Shade Cloths for Windows;
- Tire Fabrics;
- Denims;
- Duck;
- Tickings;

which are sold to manufacturers and which in themselves represent so many distinct markets.

This listing of commodities in the five sub-classifications ends a brief résumé of that group in textiles which really dominates the industry, and which has been slow to accept the advertising idea.

It reads like an Encyclopedia Britannica even when reduced to the simplest form, and I would omit it except for the fact that in the dry outline is information both important and necessary.

If we are successfully to solve the textile problem, we must be conscious of its diversity.

And this needs to be double starred—We must appreciate the fact that textile distribution does not roll in a groove. Not only are there many classifications, but each classification has its own peculiar distributive method.

The textile distributive machine is one of the most complicated in existence. This is due to the fact that most textile products reach the public in at least two ways—as yard goods and as a base or part of some fabricated article.

And to an equally salient fact that in the industry there has grown up at least six ways of moving merchandise on to the consumer, not including sales to cutters-up.

These types of selling on yard-goods alone are as follows:

- A. Mill, Commission House, Wholesaler and Retailer
- B. Mill, Converter, Commission House, Wholesaler and Retailer
- C. Mill, Selling Agent, Wholesaler and Retailer
- D. Mill, Selling Agent and Retailer
- E. Mill, Wholesaler and Retailer
- F. Mill to Retailer.

Note: It is sometimes overlooked, but there is a common practice in textiles for the Commission House to perform a banking function.

A volume could be written on the importance of "getting set" on this question of selling and distributing arrangements. As Uncle Joe Cannon would say, "The devil of it is that any or all methods may be followed even in the same classification of commodities." You cannot cook up a ready-to-use plan with a twist of your wrist. You must take the individual commodity and the in-

dividual organizations producing that commodity and parallel plans to the way the commodity is produced, financed and moved on to its ultimate purchaser.

It is this distinctive distributive arrangement which makes the difference between textiles and any of the other great commodity fields now using or susceptible to the use of advertising.

Almost any grocery, almost any drug sundry, almost any toilet accessory is handled just like a companion grocery, drug or toilet article.

In the textile field two brands as alike as the much-advertised Gold Dust Twins, reaching the same ultimate consumer, may be handled as widely apart as the theological views of Doctor Stratton and Dean Fosdick.

I was going over this diversity of production, financing, sales policy and distributive methods with a prominent advertising figure the other day, and he said:

"Won't an exposition of the complications involved in the marketing of textiles frighten off not only the men who do not believe in making advertising recommendations until they have digested the facts regarding a business, but also the manufacturer who has caught some vision of what advertising may mean?"

My answer was, "Emphatically, no! For one thing, advertising men are ordinarily endowed with the great gifts of enthusiasm, imagination and purpose.

"Also, the very variety of products, ranging from staple cottons to shimmering silks, gives wide play to the ingenuity of the plan-man and the descriptive ability of the copy writer.

"Facing the fact that textiles do represent a problem will not deter the men who are contributing so much to the business effort of the country.

"Awake them to the inherent possibilities of the field—

"Chart the marketing structure so that plans will not try to make water run upstream—

"Point out the favorable conditions of the moment—

"And they will do the rest.
"As for the manufacturer, I believe a presentation to him of facts, which will appear less complicated to him than to us, because unconsciously he is familiar with them, will cement his confidence in advertising as a profession."

In this the editor of **PRINTERS' INK** has concurred, and beginning with this outline I hope in future articles to take up in detail the facts concerning the wealth of the industry and basic conditions, the variations in commodities and their handling, and the preparation of textile advertising plans, which have been briefly mentioned here to give a reason for belief that textiles offer the great field of advertising opportunity.

Paul Block Adds to Organization

Paul Block, Inc., New York publishers' representative, has appointed as solicitors the following: R. W. Richardson, Chicago office; William E. Simler, New York office, and Carl F. Sitta, Detroit office.

Mr. Richardson for the last five years had been Western manager of *Review of Reviews*. Mr. Simler formerly was a vice-president and director of the Philip Kobbé Company, Inc., New York advertising agency and was at one time with the *Dry Goods Economist*, also of New York. For the last six years, Mr. Sitta has been an advertising representative for the Clover Leaf Publications.

Textile Accounts for N. W. Ayer & Son

The Consolidated Textile Corporation, New York, its subsidiaries, and the various mills for which Converse & Company, New York, are selling agents have placed their advertising accounts with N. W. Ayer & Son. Among some of the accounts that will be handled by N. W. Ayer & Son as a result of this appointment are those of B. B. & R. Knight, "Fruit of the Loom" muslin; Windsor Print Mills, "Windsor" crepe and "Washanrede" crepe, and Postex Cotton Mills, "Garza" sheets.

Joins Albert Frank & Co. at Chicago

C. L. Osborn, formerly advertising manager of the Shaw-Walker Company, Muskegon, Mich., manufacturer of filing equipment, has joined the commercial and industrial department of Albert Frank & Company, New York advertising agency. He will be located in this company's Chicago office.

Scripps-McRae Newspapers Reorganized

A new organization, the Scripps-Howard Newspapers, has been formed to take over the business of the Scripps-McRae Newspapers, which controls twenty-five newspapers located in different parts of the country, and its affiliated interests, the United Press Association, Scripps Newspaper Alliance, Allied Newspapers, Inc., and several other units.

The change is principally one in form name. Robert P. Scripps, who has been editorial manager, succeeds his father, E. W. Scripps, and Roy W. Howard, who has been chairman of the board, succeeds Col. Milton A. McRae.

The central office of the Scripps-Howard Newspapers is at Cincinnati. Mr. Howard will make his headquarters at the New York office.

Mr. Howard first entered the Scripps-McRae organization fifteen years ago when he joined the Cincinnati *Post*, as a reporter and copy-reader. Later he joined the United Press Association, becoming its president. He resigned from the United Press Association two years ago when he was appointed general business manager of the Scripps-McRae Newspapers.

The following newspapers are under the management of the Scripps-Howard Newspapers: Oklahoma City *Oklahoma News*; Memphis, Tenn., *Press*; El Paso *Post*; Fort Worth, Tex., *Press*; Houston, Tex., *Press*; Knoxville, Tenn., *News*; Birmingham, Ala., *Post*; Baltimore, Md., *Post*; Norfolk, Va., *Post*; Washington, D. C., *News*; Covington, Ky., *Post*; in Ohio, Columbus *Citizen*; Cincinnati *Post*, Akron *Press*, Cleveland *Press*, Toledo *News-Bee*, and Youngstown *Telegram*; in Indiana, Evansville *Press*, Terre Haute *Post* and Indianapolis *Times*; Des Moines, Ia., *News*; Denver, Col., *Express*; and in California San Francisco *News*, Sacramento *Star*, and San Diego *Sun*.

Champion Spark Plug with MacManus Agency

The Champion Spark Plug Company, Toledo; Wayne Tank & Pump Company, Fort Wayne, Ind., and The Kelvinator Corporation, Detroit, have placed their advertising accounts with MacManus, Incorporated, Detroit.

Atlanta Account with Van Patten Agency

Van Patten, Inc., New York advertising agency, has been appointed to direct the advertising of G. L. Miller & Company, Atlanta, Ga., investment bonds.

M. C. Leckner with George Batten Co.

Myron C. Leckner, formerly with the advertising department of the Curtis Publishing Company at Chicago, has joined George Batten Company, Inc.

Home Life and Stability and Their Value to You in Philadelphia

With real home life—one-half of its individual dwellings owned by those who reside in them—wide-awake industries where workers can earn a good wage—Philadelphia offers a lasting asset to the manufacturer who captures its trade.

More than 195,000 of the 400,000 separate dwellings in "the city of homes" belong to the families that occupy them. There is a big building program under way—more homes are being added.

Ownership of homes promotes stability, and a constant market that sellers of foodstuffs, household articles, clothing and other products well may strive to capture.

Dominate Philadelphia

Create maximum impression at one cost by concentrating in the newspaper "nearly everybody" reads—

The Bulletin



The circulation of The Philadelphia Bulletin is larger than that of any other daily or Sunday newspaper published in Pennsylvania and is one of the largest in America.

U. S. Post Office report of net paid daily average circulation for six months ending September 30, 1922—485,145 copies a day.

New York—Dan A. Carroll, 150 Nassau St.

Chicago—Verree & Conklin, Inc., 28 East Jackson Blvd.

Detroit—C. L. Weaver, Verree & Conklin, Inc., 117 Lafayette Blvd.

San Francisco—Allen Hofmann, Verree & Conklin, Inc., 681 Market St.

London—M. Bryans, 125 Pall Mall, S. W. 1.

Paris—Ray A. Washburn, 5 rue Lamartine (9).

(Copyright, 1922—Bulletin Company)

8 Specialized Publications 7

VARYING climatic conditions, soil tendencies, and habits of farm life peculiar to certain groups of states, make it impossible for the farm publication with a single editorial service to give its readers anything but generalities.

The problems of the wheat grower of Minnesota, the cotton producer of Texas, the stockman of the western plains and the dairy farmer of Ohio differ greatly. An article of interest to one of them would be cast aside as trash by the second, third and fourth.

THE CAPPER FARM PRESS is published from seven different editorial offices. These offices are located in Topeka, Kansas; Omaha, Nebraska; Philadelphia, Pennsylvania; Oklahoma City, Oklahoma; St. Louis, Missouri; Detroit, Michigan; and Cleveland, Ohio.

Every month 24 farm papers are published from these offices. Each one is distinctive. Experts in journalism and agriculture, and editors who operate farms and live among their readers are making a constant study of the needs and requirements of each territory. Every bit of news in each farm paper is written for its individual audience.



The problems of Ohio are

Circulation 1,556,473

Arthur Capper
PUBLISHER

TOPEKA, KANSAS

THE CAPPER

Sections - Capper's Farmer - Oklahoma Farmer
Kansas Farmer and Mail and Breeze

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7 Editorial Offices



discussed by Ohio writers and experts in the Ohio Farmer which circulates only in Ohio and adjacent states where agricultural conditions are similar. This is true of every paper comprising the Capper Farm Press.

This close-up service has won a great response from farm families in the 18 rich agricultural states it covers. The Capper Farm Press has 1,556,473 subscribers—a 42 per cent coverage in these first farm states. This is a larger circulation in this area than that of the two strongest competing national farm publications combined. The Capper Farm Press is the first medium in the first farm market.



Line Rate \$8.15

M M Rate \$5.24

FARM PRESS

Marco Morrow
ASST. PUBLISHER

Nebraska Farm Journal—Missouri Ruralist
Pennsylvania Farmer—Ohio Farmer—Michigan Farmer.

Service To Merchants

Every dealer knows that it is the advertised goods that move most quickly from his shelves: that minimize sales efforts, speed up turnovers and increase profits.

Every Chicago dealer knows that The Chicago Daily News is the most effective medium for accomplishing these results. With its yearly daily-average circulation of 401,698 copies—about 1,200,000 daily readers—The Daily News is the outstanding "Buyers' Directory" of practically all the financially competent households of Chicago. It is carefully scanned in every household it enters, not only for its news and editorial features, but for its valuable and reliable advertising information. This reader interest and confidence is the fruit of more than forty-six years efficient service to both reader and advertiser.

The Daily News enjoys, and appreciates, the confidence of its readers and of the dealers to whose advertising's appeal its readers so confidently respond. In excluding from its columns all advertising of questionable character, it serves dealers and readers alike—and advertisers who tie up with The Daily News' advertising campaigns know they are assured generous and profitable business returns.

THE DAILY NEWS

FIRST in Chicago

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Advertising and Football

The Opportunity for Manufacturers and Their Salesmen to Take Advantage of Timely Events

By Roy Dickinson

A MERCHANT from an Eastern city bought a general store in a small Western town. Among the things left by his predecessor was a stock of about 750 tin horns that took up a lot of room and worried the new buyer. He had determined to sell them off at a penny apiece to clear his shelves, but he kept putting off the sale, and his procrastination turned out a real blessing.

One evening he sold 722 horns between five o'clock and six. This sudden demand was easy to explain, and could have been predicted by a native, but it amazed the newcomer.

A local high school with a weak team played its big rival from the lower part of the State. In the last few minutes of play the local team pulled out a victory, and horns were in immediate demand for celebration purposes. The thing which happened in that small town is being duplicated on a tremendous scale. Week before last almost every sport writer in the country commented on the increase of interest shown in the big football games. More than a quarter-million well-dressed and prosperous people saw the college teams play. There were almost twice as many people in the Yale Bowl as attended any one of the games of the world's championship baseball series. Thirty-two thousand people saw the Chicago-Princeton game. Pennsylvania opened a new stadium thought to be large enough for the biggest crowd, and had to turn people away on its opening day.

Big football matches have long been known as style shows. The fashion writers for both men and women's publications comment upon the type of overcoats, hats, stockings, neckwear, etc., that "they" are wearing. A man taking the girl of his choice to a football game is apt to order a new pair of

shoes, a sporty overcoat, the best linen, hat and gloves that he can afford. If he takes her in a car he is in the market for a new vacuum bottle, a warm blanket, a straw seat which makes the concrete one of the stadium more comfortable, and all sorts of kit and equipment for the roadside lunch.

With the interest that is manifested in football, timely advertising and new sales ideas are fewer than would be supposed. Like the man in the Mid-West town who cleared his stock of horns almost by accident, the manufacturer's salesmen do not seem to have informed themselves sufficiently upon timely events, of which football is a good example.

ONE NATIONAL ADVERTISER WHO SAW OPPORTUNITY

One of the few advertisers who tied up with the big Chicago-Princeton football game was a Philadelphia manufacturer—Pine Brothers, Inc., makers of Glycerine Tablets.

"Help the cheer leaders cheer, but be sure to take with you Pine Brothers Glycerine Tablets—soothe your throat, stop the tickle and relieve your cough," said this copy. The Commonwealth Edison Shop in Chicago advertised that people who could not attend the game might receive returns over the radio, play by play. Hart Schaffner & Marx used in their copy an illustration of two men dressed in Hart Schaffner & Marx overcoats talking to a player in football togs. In the other big cities where important games were played, the proportion was about the same. The event in which hundreds of thousands of people were tremendously interested had not been thought about sufficiently in advance to allow for the amount of timely copy which might have been thought probable.

E. T. Wright & Company, of Rockland, Mass., makers of Arch Preserver Shoes, have been using copy in the business papers to call attention to November football crowds.

"The home team," it says, "be it school or college, will draw out crowds of rooters. Thousands of pairs of comfortable, well-shod feet will dance rapturously as the elusive quarterback makes a brilliant end run. The football field is

the week of the Chicago-Princeton game the sale of men's furnishings was tremendously stimulated in all the local stores. The same thing would prove true in every city in the United States where a large football game is to be played. The number of manufacturers is small who, like Wright & Company, have suggested **timely window** to cash in on this renewed interest in men's and women's wear. Men's furnishing stores, like Wallach Brothers and Rogers Peet, in New York, have long featured some one or more products and sold related products when a man on the way to a game comes in the store.

The big secondary market, football, which comes every fall, does not, it would seem, get its full share of attention. This week thousands of people will journey to the Harvard Stadium; next week the big crowd will go to Princeton, and the following week to New Haven. Proportionate numbers will take the pilgrimage to every college city and town in the country. Does not this suggest new sales outlets for nationally advertised food products, blankets, and all the things that are part of a football game?

A big coffee manufacturer with some timely advertising might well sell vacuum bottles filled with steaming coffee to passing automobilists. Anyone who has ever watched a last-minute victory knows what the college student and graduate do with their hats when the final whistle blows and the victory parade starts around the field. Is there not a thought in this for the hat manufacturer? Coming events cast their shadows before. Event merchandising is good business, with quick turnover and possibilities for a lot of good-will building. Why don't more manufacturers and their salesmen realize that football is King in October and November?

W. P. Langreich Joins Palmer Service

William P. Langreich, recently sales promotion manager of the American Lithographic Company, has joined the Palmer Advertising Service, New York.

The Tablet that drives out the 'Hoarse!'

Now! all together - we shout PINE BROS. P-I-N-E-B-R-O-S! Rah! Rah! Rah!

5 Flavors

HELP the cheer leaders cheer, but be sure to take with you

15c PINE BROS Glycerine TABLETS

Soothe your throat - stop the tickle - relieve your cough. Try the Honey or Vanilla.

Get them today at all Drug or Confectionery stores.

PINE BROS., Inc. PHILADELPHIA, PA.

NEWSPAPER ADVERTISEMENT IN CHICAGO ON DAY OF THE PRINCETON GAME

a panorama of style. Young folks just revel in the knowledge that they present an attractive appearance.

"A window display of Arch Preservers, irresistible in their appeal to those who like to be really stylish and like to be seen in snappy footwear, will magnetize the youthful element of your community."

A few other manufacturers also have suggested to retailers that it would pay them to tie up with this timely sport, long known as one which brings out the best in dress and fashion.

But it would seem that many opportunities have been left open for other manufacturers. Trade reports from Chicago show that

Becomes Goode-Berrien, Inc.

Kenneth M. Goode is now associated with J. G. Berrien in the advertising agency of Goode & Berrien, Inc., New York, which succeeds the Berrien Company, Inc. There has been no reorganization other than a change of name.

Mr. Goode was formerly editor of *Hearst's International* and had been associate editor of *The Saturday Evening Post*. He was also with *Vogue* and *Vanity Fair*.

Goode & Berrien, Inc., have a Boston office under the management of Leon D. Hansen, vice-president of the company. This office has the accounts of The F. H. Roberts Company, Boston, "Apollo" chocolates; the Wm. J. Murdock Company, Chelsea, Mass., radio equipment, and the Boston Blacking Company, East Cambridge, Mass., polishes and "Lustoria" hat dyes.

New Agency Has "Van Heusen" Collar Account

A new advertising agency has been formed in New York under the name of the Wallerstein-Sharton Company, Inc. Both of the organizers were formerly with the E. T. Howard Company, Alfred Wallerstein as treasurer and Alexander R. Sharton as vice-president.

The Wallerstein-Sharton Company, Inc. will direct the advertising of the following accounts: Phillips-Jones Corporation, "Van Heusen" collars and Phillips shirts; A. Borjois & Company, "Manon Lescaut" and "Java" face powders; Hickson, Inc., woman's wearing apparel; Boni & Liveright, Inc., book publishers; Gueldy, Inc., perfumes; Lionel Trading Company, Inc., "Arys" and "Vigny" perfumes; and the Dent-rol Sales Corporation, "Dent-Roll," all of New York.

Howard W. Robins with "Cosmopolitan"

Howard W. Robins, recently merchandising manager of the New York *American*, is now a member of the staff of *Cosmopolitan* at the New York office. Mr. Robins was at one time associated with the Borden Condensed Milk Company and previous to that was with the General Chemical Company.

Mertz Agency to Advertise "Senero" Cigars

The H. Derksen & Sons Company, Oshkosh, Wis., manufacturer of "Senero" cigars, has placed its advertising and promotional work with the Chicago office of The Mertz Agency. The company plans an intensive holiday campaign to be followed by a localized newspaper campaign.

The George L. Dyer Company 42 Broadway New York

Western Offices
76 W. Monroe St.
Chicago



**Newspaper, Magazine
and Street Car Advertising**
Publicity and Merchandising Counsel

115 Articles on Chain Stores

LIBRARY OF
METROPOLITAN LIFE INSURANCE CO.
NEW YORK CITY, Oct. 25, 1922.

Editor of PRINTERS' INK:

We have your list of references on chain stores which appeared in the December 15, 1921, number. We would like to have these references brought up to date.

Would it be possible for you to furnish us with such a list?

We shall greatly appreciate your cooperation.

METROPOLITAN LIFE INSURANCE CO.

A LIST of 104 articles concerning chain stores appeared on page 100 of PRINTERS' INK for December 15, 1921. The following additional references were published since then.—[Ed. PRINTERS' INK.]

Truly Warner—A Man Who Sells Hats; (P. I. M.) August, 1922; page 39.

When a Manufacturer Decides to Go Direct to Consumer (T. J. Van De Kamp Co.'s Chain of Bakeries); (P. I. M.) July, 1922; page 48.

How Chain Organizations Pick Locations; (P. I. M.) May, 1922; page 58.

Restaurant Advertising Flavored with Humor and Jazz (The Clark Restaurants, Cleveland); October 26, 1922; page 73.

Hair Nets as an Advertising Leader in Grocery Stores (James Butler, Inc.); July 27, 1922; page 49.

The Grocery Chains as Newspaper Advertisers; July 6, 1922; page 57.

Using the Light Touch to Sell Coffee Flavor (Sanitary Grocery Co.); June 8, 1922; page 33.

The Significance of Chain Stores to All Types of Distributors; June 1, 1922; page 129.

The Importance of Being "Known" (An interview with H. T. Parson, president, F. W. Woolworth Co.); May 25, 1922; page 17.

Glorifying an Arm-Chair Lunch by Means of Advertising (Waldorf System, Inc.); May 18, 1922; page 141.

Bigger Business from Co-operation in Buying and Advertising (Combating the chain stores—Progressive Grocer Co.); January 12, 1922; page 77.

Has Pine Bros. Glycerine Tablet Account

Pine Bros., Inc., Philadelphia, manufacturer of "Pine Bros. Glycerine Tablets" has placed its account with the W. C. Reinhold Advertising Corporation, Chicago.

The United States Cold Storage Company of Chicago, the Kansas City Cold Storage & Warehouse, Kansas City, and Schultz & Hirsch, manufacturers of mattresses, have also placed their accounts with the W. C. Reinhold Advertising Corporation.

A New Industrial Advertising Association

At a meeting held in Warren, O., on November 2, the Ohio-Pennsylvania Industrial Advertising Association was formed with seven charter members.

The purpose of the organization is to group together industrial advertising managers in eastern Ohio and western Pennsylvania to discuss problems relating to the advertising and marketing of the products of manufacturing concerns, primarily those of the concerns represented by the membership.

The following officers were elected: J. C. Bowman, advertising manager, Packard Electric Co., Warren, president; A. F. N. Thomas, advertising manager, Mathews Gravity Carrier Co., Ellwood City, Pa., vice president; E. R. Barkley, advertising manager, The Borden Co., Warren, secretary; R. S. Gildart, advertising manager, General Fire Proofing Co., Youngstown, treasurer. These four officers will serve on the board of governors with W. J. Savage, sales manager of The Heltzel Steel Co., Warren; R. K. Kaylor, publicity manager of the Youngstown Sheet and Tube Co., Youngstown, and M. J. Konold, Jr., of the Warren Tool and Forge Co., Warren.

Membership will be limited to 35 all of whom must be advertising managers, or assistant advertising managers of concerns doing national industrial advertising. Nominal dues will be charged.

At a later date it is planned to become affiliated with the Industrial Advertising Department of the Associated Advertising Clubs of the World.

Meetings will be held on the first Thursday of each month in the different cities represented by the membership. The second meeting will be held on December 7, in Youngstown at which time R. S. Gildart, advertising manager, of the General Fire Proofing Co., Youngstown will lead the discussion of the subject "Planning the 1923 Campaign and Budgeting the Appropriation."

The cities which will be represented in the original membership are, Warren, Niles, Youngstown, Akron, Kent, Ravenna, Alliance, Salem, East Liverpool and Canton in Ohio and Ellwood City, Sharon and New Castle in Pennsylvania.

New Accounts Placed with Wells-Ollendorf Co.

The Wells-Ollendorf Company, Chicago advertising agency, has obtained the accounts of Aldine Radio & Manufacturing Company, manufacturer of radio equipment; American Electrical Association, offering radio instruction; Garfield Importing Company, jewelry; Seerup Expert Wig & Toupee Company; Tyrrell-Ward Norman Roberts Company, and Avera Supply House, all of Chicago. The last three accounts are mail-order houses.

The Indianapolis NEWS

18,780 more lines of automobile, automobile accessory and tire advertising were carried in The News (6 issues a week) than in the second Indianapolis paper (7 issues a week) in the first six months of 1922. With no Sunday issue The News lead is impressive and conclusive.

*There's no argument about
The Indianapolis News.*

FRANK T. CARROLL
Advertising Manager

New York Office
DAN A. CARROLL
150 Nassau Street

Chicago Office
J. E. LUTZ
The Tower Bldg.

Steering The Oil

Ranger's Total Production 13,167,495 Bbl
Wells Now Monthly Oil Made 42.3 Per Cent Of
Initial Output - 4.2

Initial, Present Production, Sand Re Including Eastland and Stephens Counties, a

Eastland County

Wells	Date	Initial	Present	Prod.	Prod.
W. Jones 1	7-10	4000	80	1074-1092	
W. Jones 2	7-10	150	5	1000-1015	
W. Jones 3	7-10	150	5	1000-1015	
W. Jones 4	7-10	150	5	1000-1015	
W. Jones 5	7-10	150	5	1000-1015	
W. Jones 6	7-10	150	5	1000-1015	
W. Jones 7	7-10	150	5	1000-1015	
W. Jones 8	7-10	150	5	1000-1015	
W. Jones 9	7-10	150	5	1000-1015	
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W. Jones 14	7-10	150	5	1000-1015	
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W. Jones 72	7-10	150	5	1000-1015	
W. Jones 73	7-10	150	5	1000-1015	
W. Jones 74	7-10	150	5	1000-1015	
W. Jones 75	7-10	150	5	1000-1015	
W. Jones 76	7-10	150	5	1000-1015	
W. Jones 77	7-10	150	5	1000-1015	
W. Jones 78	7-10	150	5	1000-1015	
W. Jones 79	7-10	150	5	1000-1015	
W. Jones 80	7-10	150	5	1000-1015	
W. Jones 81	7-10	150	5	1000-1015	
W. Jones 82	7-10	150	5	1000-1015	
W. Jones 83	7-10	150	5	1000-1015	
W. Jones 84	7-10	150	5	1000-1015	
W. Jones 85	7-10	150	5	1000-1015	
W. Jones 86	7-10	150	5	1000-1015	
W. Jones 87	7-10	150	5	1000-1015	
W. Jones 88	7-10	150	5	1000-1015	
W. Jones 89	7-10	150	5	1000-1015	
W. Jones 90	7-10	150	5	1000-1015	
W. Jones 91	7-10	150	5	1000-1015	
W. Jones 92	7-10	150	5	1000-1015	
W. Jones 93	7-10	150	5	1000-1015	
W. Jones 94	7-10	150	5	1000-1015	
W. Jones 95	7-10	150	5	1000-1015	
W. Jones 96	7-10	150	5	1000-1015	
W. Jones 97	7-10	150	5	1000-1015	
W. Jones 98	7-10	150	5	1000-1015	
W. Jones 99	7-10	150	5	1000-1015	
W. Jones 100	7-10	150	5	1000-1015	

SUPPLEMENT TO NATIONAL PET

Company	Wells	Date	Initial	Present
Pratt & G. Co.	McMullen 5	2-10	1000	100
Pratt & G. Co.	McMullen 6	2-10	1000	100
Pratt & G. Co.	McMullen 7	2-10	1000	100
Pratt & G. Co.	McMullen 8	2-10	1000	100
Pratt & G. Co.	McMullen 9	2-10	1000	100
Pratt & G. Co.	McMullen 10	2-10	1000	100
Pratt & G. Co.	McMullen 11	2-10	1000	100
Pratt & G. Co.	McMullen 12	2-10	1000	100
Pratt & G. Co.	McMullen 13	2-10	1000	100
Pratt & G. Co.	McMullen 14	2-10	1000	100
Pratt & G. Co.	McMullen 15	2-10	1000	100
Pratt & G. Co.	McMullen 16	2-10	1000	100
Pratt & G. Co.	McMullen 17	2-10	1000	100
Pratt & G. Co.	McMullen 18	2-10	1000	100
Pratt & G. Co.	McMullen 19	2-10	1000	100
Pratt & G. Co.	McMullen 20	2-10	1000	100
Pratt & G. Co.	McMullen 21	2-10	1000	100
Pratt & G. Co.	McMullen 22	2-10	1000	100
Pratt & G. Co.	McMullen 23	2-10	1000	100
Pratt & G. Co.	McMullen 24	2-10	1000	100
Pratt & G. Co.	McMullen 25	2-10	1000	100
Pratt & G. Co.	McMullen 26	2-10	1000	100
Pratt & G. Co.	McMullen 27	2-10	1000	100
Pratt & G. Co.	McMullen 28	2-10	1000	100
Pratt & G. Co.	McMullen 29	2-10	1000	100
Pratt & G. Co.	McMullen 30	2-10	1000	100
Pratt & G. Co.	McMullen 31	2-10	1000	100
Pratt & G. Co.	McMullen 32	2-10	1000	100
Pratt & G. Co.	McMullen 33	2-10	1000	100
Pratt & G. Co.	McMullen 34	2-10	1000	100
Pratt & G. Co.	McMullen 35	2-10	1000	100
Pratt & G. Co.	McMullen 36	2-10	1000	100
Pratt & G. Co.	McMullen 37	2-10	1000	100
Pratt & G. Co.	McMullen 38	2-10	1000	100
Pratt & G. Co.	McMullen 39	2-10	1000	100
Pratt & G. Co.	McMullen 40	2-10	1000	100
Pratt & G. Co.	McMullen 41	2-10	1000	100
Pratt & G. Co.	McMullen 42	2-10	1000	100
Pratt & G. Co.	McMullen 43	2-10	1000	100
Pratt & G. Co.	McMullen 44	2-10	1000	100
Pratt & G. Co.	McMullen 45	2-10	1000	100
Pratt & G. Co.	McMullen 46	2-10	1000	100
Pratt & G. Co.	McMullen 47	2-10	1000	100
Pratt & G. Co.	McMullen 48	2-10	1000	100
Pratt & G. Co.	McMullen 49	2-10	1000	100
Pratt & G. Co.	McMullen 50	2-10	1000	100
Pratt & G. Co.	McMullen 51	2-10	1000	100
Pratt & G. Co.	McMullen 52	2-10	1000	100
Pratt & G. Co.	McMullen 53	2-10	1000	100
Pratt & G. Co.	McMullen 54	2-10	1000	100
Pratt & G. Co.	McMullen 55	2-10	1000	100
Pratt & G. Co.	McMullen 56	2-10	1000	100
Pratt & G. Co.	McMullen 57	2-10	1000	100
Pratt & G. Co.	McMullen 58	2-10	1000	100
Pratt & G. Co.	McMullen 59	2-10	1000	100
Pratt & G. Co.	McMullen 60	2-10	1000	100
Pratt & G. Co.	McMullen 61	2-10	1000	100
Pratt & G. Co.	McMullen 62	2-10	1000	100
Pratt & G. Co.	McMullen 63	2-10	1000	100
Pratt & G. Co.	McMullen 64	2-10	1000	100
Pratt & G. Co.	McMullen 65	2-10	1000	100
Pratt & G. Co.	McMullen 66	2-10	1000	100
Pratt & G. Co.	McMullen 67	2-10	1000	100
Pratt & G. Co.	McMullen 68	2-10	1000	100
Pratt & G. Co.	McMullen 69	2-10	1000	100
Pratt & G. Co.	McMullen 70	2-10	1000	100
Pratt & G. Co.	McMullen 71	2-10	1000	100
Pratt & G. Co.	McMullen 72	2-10	1000	100
Pratt & G. Co.	McMullen 73	2-10	1000	100
Pratt & G. Co.	McMullen 74	2-10	1000	100
Pratt & G. Co.	McMullen 75	2-10	1000	100
Pratt & G. Co.	McMullen 76	2-10	1000	100
Pratt & G. Co.	McMullen 77	2-10	1000	100
Pratt & G. Co.	McMullen 78	2-10	1000	100
Pratt & G. Co.	McMullen 79	2-10	1000	100
Pratt & G. Co.	McMullen 80	2-10	1000	100
Pratt & G. Co.	McMullen 81	2-10	1000	100
Pratt & G. Co.	McMullen 82	2-10	1000	100
Pratt & G. Co.	McMullen 83	2-10	1000	100
Pratt & G. Co.	McMullen 84	2-10	1000	100
Pratt & G. Co.	McMullen 85	2-10	1000	100
Pratt & G. Co.	McMullen 86	2-10	1000	100
Pratt & G. Co.	McMullen 87	2-10	1000	100
Pratt & G. Co.	McMullen 88	2-10	1000	100
Pratt & G. Co.	McMullen 89	2-10	1000	100
Pratt & G. Co.	McMullen 90	2-10	1000	100
Pratt & G. Co.	McMullen 91	2-10	1000	100
Pratt & G. Co.	McMullen 92	2-10	1000	100
Pratt & G. Co.	McMullen 93	2-10	1000	100
Pratt & G. Co.	McMullen 94	2-10	1000	100
Pratt & G. Co.	McMullen 95	2-10	1000	100
Pratt & G. Co.	McMullen 96	2-10	1000	100
Pratt & G. Co.	McMullen 97	2-10	1000	100
Pratt & G. Co.	McMullen 98	2-10	1000	100
Pratt & G. Co.	McMullen 99	2-10	1000	100
Pratt & G. Co.	McMullen 100	2-10	1000	100

PAUL WAGNER, Production Expert
Manager, office at Houston, Texas

A former newspaper man who has lived most of his 15 years of news gathering in oil country. Former editor of a daily at Shreveport, La. Five years as production expert with National Petroleum News, having charge of its Tulsa, Okla., Fort Worth and Houston, Tex., offices. The man whose analytical studies of the production possibilities of new fields the oil industry looks to and depends upon.

THE above analysis of the Ranger Texas field made by Mr. Wagner, which first told the oil industry that this big field had turned the peak—and would not be the still larger field that most people were playing it for.

Industry Away From Dry Holes

"I live in the most active oil fields of the country for National Petroleum News.

"Now I am at Houston, where I keep watch of the vast Gulf Coast oil country, the many fields that are developing in Texas and Mexico.

"I interpret the production development in terms of geological structure, porosity of formation, history of surrounding wells, rate of decline of wells, and all in terms that the 10,000 subscribers can tell what importance they should attach to each field or development, whether they should start drilling operations too, and how, erect refineries, etc.

"So many thousands of wells are being drilled today (30,000 a year the country over) that no one oil man can keep track of them and tell what they mean. They must be taken in groups, studied and analyzed".

(Many of Mr. Wagner's analytical reports have been reprinted by various scientific societies and are referred to in most of the indexes of geological and other scientific organization publications—Editor.)

The story of your equipment, Mr. Advertiser, can go direct to the attention of the oil executives the country over at the same time they are studying Mr. Wagner's analytical articles in National Petroleum News and planning their next activity. That direct avenue to more than a billion dollars of purchases a year is through the national newspaper of the oil industry — National Petroleum News. Facts on oil markets available at all offices: Cleveland, New York, Chicago, Tulsa, Houston.



Try It Out in Representative Milwaukee

Economy!

If only from an economical viewpoint, Milwaukee is *the* try-out market best suited to your needs.

It is most economical to test your campaign in the Milwaukee-Wisconsin Market, because you get coverage *at a single cost — through a single medium.*

The Journal is read by four out of every five English-reading families in Milwaukee. More than this it is read by more Milwaukee and Wisconsin people than any other publication in the world.

The Journal penetrates to every corner of Wisconsin and Upper Michigan, the territory served by Milwaukee jobbers.

So for a single cost you get nearly complete coverage of Milwaukee itself. And in addition, circulate your selling message throughout the rich territory this city serves.

The Milwaukee Journal

FIRST—by Merit

"As Milwaukee Buys — The Nation Buys!"

How Marmon Builds Its Distributing Organization

Factors to Be Considered in Advertising for Dealers for a High-Class Product

By H. L. Peterson

Of Nordyke & Marmon Company

TODAY the neck of the Industrial Bottle is the sales organization. In the '60's the problem was one of invention and production, in the '90's it was finance—but today it is distribution.

Successful distribution involves more than mere numbers of dealers or sources of outlet. Both quantity and quality in representation must be secured—also proper and logical location. The fulfilment of these requirements necessitates careful study and analysis.

In what centres are we justified in seeking representation? This, of course, is inseparably dependent upon the product for which representation is being secured. This discussion will be limited entirely to the automobile field—and therein, confined largely to the solution of the problems as developed by the manufacturers of Marmon cars, Nordyke & Marmon Company.

Marmon cars fall in the quality group; their market is correspondingly restricted. Obviously below a certain point in size, purchasing power and wealth of surrounding community, a city will be unable to support Marmon representation—the sales possibilities are insufficient. Furthermore, in other localities, of cities with equal population, certain ones hold greater Marmon possibilities, and are the logical centres for Marmon distribution. The problem is, in a nation-wide study, to pick those cities, already local distributing centres, with the high-grade car sales possibilities sufficient to support Marmon representation.

In this determination many factors must be considered:

Population of course—population is a general index—in the

long run the more people, the more persons of that class known as "high-grade car buyers."

But there are many modifying factors. Of a thousand residents at Newport, R. I., more will be capable of buying Marmons than a thousand in Minot, N. D.—their buying powers are different.

OTHER DECIDING FACTORS BESIDE POPULATION

Other factors indicative of the community's general purchasing power and adaptability must be considered. Farms of 260 acres or over—considered in connection with land values—offer an index of the rural possibilities, particularly important where the community is largely agricultural.

The mileage of hard-surfaced roads is indicative of both the general prosperity of the community and its suitability for the operation of high-priced automobiles.

But these measurements of a territory and its possibilities are general only and must be backed by supporting evidence of a specific nature indicating definitely that the community will or will not support Marmon representation.

The proof of a territory's possibilities is—"How many high-grade cars have already been sold in it?" No better indication could be given of what may be expected for the future. Therefore, this is a determining factor in deciding, "Will the community support Marmon representation?"

How many men are there in the centre under question who can afford Marmon cars? Sales will depend on this. While the requirements vary—a rich man in Minot by comparison would be poor in Newport—yet for the

country at large individuals estimated to be worth \$50,000 or more or shown on the accessors' books as paying taxes on \$35,000 or more are admitted to the Marmon prospect class.

Thus the potential possibilities of the country are studied—and from such study a definite decision reached as to those centres capable of supporting Marmon representation.

But having determined that a city will support Marmon representation, the next problem is to secure it. Interest must be aroused—to the point where it will evidence itself in inquiry. Then it must be "closed."

ADVERTISING FOLLOWS THE MARKET ANALYSIS

Here trade-paper advertising enters, outlining Nordyke & Marmon Company policies—the goodness of Marmon cars—the money-making opportunities of the Marmon account—building up a trade "good-will"—a confidence—and securing a goodly number of inquiries which are given immediate attention through personal calls from the field organization.

Also one of the most effective means, short of personal solicitation, so far found for developing this interest is direct circularization. Having decided upon the centres in which representation is wanted, we next choose those organizations shown by investigation as desirable. By direct circularization, we tell our story fully, clearly, with illustrations in any desired form or shape.

Confining our statements to the automobile field—though they are perhaps equally true for other products—dealers are interested in the distributing rights for a product only if convinced of the money-making opportunities. Therefore, in solicitation stress should be laid, not on the mechanical features of the product, its engineering principles and construction superiorities, but on its sales possibilities—the stability and policies of the house behind the product, so they may be certain any connection made, any business built up, will be perma-

nent and lasting. So in the development of the Marmon distributing organization the distinct lines of appeal were through:

1—"The History of a Success"—an institutional treatise presenting the stability, permanence yet progressiveness of Nordyke & Marmon Company. It is pointed out that a connection would be not only profitable but permanent.

2—"Dealing Direct with the Factory"—a booklet which outlined the advantages of the Marmon contract, in a direct factory relation, the policies of the company resulting in permanent, lasting connections not only profitable but also pleasant.

3—"Partners in Success"—picturing the helps available in being associated with the Marmon organization, the territorial analysis, with the offer to analyze the dealer's territory without charge if he would make request, the direct-by-mail campaign developed for dealers' use, the close co-operation of the Marmon field organization, both sales and service, a complete outline in support of the statement "Partners in Success."

4—"Proof of Profits"—showing Marmon dealers who had made a success of the Marmon account in centres comparable with those in which the reader was located—this particular mailing backed up by letters from a half dozen or more Marmon dealers.

With each mailing piece was a keyed return card, unstamped, on which the reader of the mailing piece could request some further information regarding Marmon cars and the Marmon account. Special effort was made to answer these returned cards promptly, send the information requested and supplement the answer by a personal call from the supervising district representative as well as the controlling distributor (if there was one).

The results of the campaign were interesting. From the trade-paper inserts and advertisements large numbers of inquiries were received. Investigation and analysis showed them less desirable than those from the direct circularization but this was to be ex-



VOGUE'S

THIRTIETH ANNIVERSARY NUMBER

JANUARY 1, 1923

VOGUE was founded in late December, 1892. In the thirty years of its existence, the magazine has attained a position and prosperity unique among periodicals. Its name has become a household word among American women, and through its widely circulated editions, printed in several languages, Vogue today is familiarly known among women throughout the civilized world. Within its chosen field, Vogue's authority is unchallenged, its influence is unrivalled. In these past thirty years, its forecasts have invariably been confirmed by usage.

We are planning to recognize this extraordinary achievement by publishing a Thirtieth Anniversary Number of Vogue which will contrast vividly with the flimsy thirty-six-page Vogue of thirty years ago and will be worthy of the event it commemorates.

Vogue for January 1, 1923, will be the most striking issue of a fashion magazine ever published in any country.

Conde Nast

pected, since the undesirables in the latter work were automatically avoided in not being included on the mailing list. The campaign as a whole resulted in a very material "rounding out" of the distributing organization through the adding of numerous dealers in the smaller and heretofore unworked centres, but from several larger distributing points where previous efforts to arouse interest had so far failed inquiries were received, followed up and most satisfactory representation secured.

The best evidence of the success of the campaign is found in the fact that it is to be repeated—made an integral part of Nordyke & Marmon Company's sales efforts.

A Circular from Tiffany of Peking

A few years ago PRINTERS' INK reported the advertising activities of Mr. Tiffany, who had no connection with the New York firm, but who was a self-educated Chinese jeweler, and reputed to be the leading jeweler of Peking, China. There has recently come to PRINTERS' INK, a printed circular, dated June 10, 1922, that tells of Mr. Tiffany's death, and that seeks to safeguard the good-will that was created by this advertising Chinese jeweler. This circular, signed by Mrs. Tiffany, reads:

"The public is here by notified that owing to Mr. Tiffany was dead on the 1st of June of this year a Successor Mr. Pen-yung-fu will take his place as well as who is a student of Mr. Tiffany all of the goods which we have been sold are guaranteed, even can be changed with each other and I am here declared of that no more person as such the name Tiffany in China except of Mr. Pen-yung-fu & Chin-pao-shan is one of his student & the other of his son."

Loose-Wiles Adds New Trade-Marked Product

The Loose-Wiles Biscuit Company, Kansas City, Mo., is adding a new trade-marked product to its line "Redipakt." W. W. Wachtel, advertising manager of the Loose-Wiles Company, says that the company is not ready at the present time to announce its advertising plans for this new product.

National Advertisers Meeting at Atlantic City

The semi-annual meeting of the Association of National Advertisers, which was to be held at Lakewood, N. J., on November 22, 23 and 24, will be held at Atlantic City at Hotel Ambassador on the dates already given.

A Jap's View on the Cumulative Value of Advertising

A New York manufacturer who exports to Japan, recently received the following advice on advertising from a Japanese merchant:

"Strictly speaking, to our regret, your products market has been not more prosperous in Tokio than in Osaka. There is a tendency to have been overcome by the competitor products owing to the fact that the competitor has made the bright and clear propaganda to expand its market for more than twenty years.

"The difficulty to shatter away their foundation in a short time is often to refer to the famous warning: 'A day does not make Rome.'

"Day by day that is the important words to say to make the reputation and reliability of your goods in our market to the effect of overcoming opponent products."

A Washing-Machine's Trade-Marked Name Changes

The Apex Electrical Distributing Company, Cleveland, O., has changed the name of its washing machine from "Rotapex" to "Rotarex." The trade-marked name of its electrical iron has also been changed to "Rotarex." This change of name will not alter the company's advertising plans for the rest of the present year, Chester H. Jones, advertising manager, informs PRINTERS' INK.

Regarding advertising plans for next year Mr. Jones says:

"Although no definite plans for next year have been made, it is quite probable that an increased appropriation will be made for advertising all three of our products—the Apex cleaner, Rotarex Washer, and Rotarex Ironer."

McGuire Advertising Company Formed at Chicago

Harold S. McGuire and Milton Wilson have incorporated the McGuire Advertising Company at Chicago to conduct a general advertising business. Mr. McGuire has conducted a free lance service in Chicago for some time and was formerly assistant sales manager for the Orange Crush Company, Chicago. Mr. Wilson was also with the Orange Crush Company, and with Wilson Brothers in Chicago.

United States Gypsum Advertising Plans for 1923

The United States Gypsum Company plans to continue its advertising campaign for "Sheetrock" in 1923, J. J. Williams, advertising manager, informs PRINTERS' INK. Mr. Williams also says that the company plans to advertise some of its fireproofing products such as roof tile, floor tile and partition tile in architectural and trade papers during 1923.



DOWN the red-carpeted salons of the great Paris couturiers, trail the mannequins, displaying one marvelous new creation after another. From them all, Baron de Meyer selects those which he considers of greatest interest to the American woman of wealth and social position. *And the result:* the most beautiful photographs of Paris fashions ever taken, selected by Baron de Meyer himself, in every issue of Harper's Bazar.

Harper's Bazar

The Big



INTER-
NATIONAL



INTER-
NATIONAL


St. Louis Globe -

F. St. J. Richards
NEW YORK

Guy S. Osborn
CHICAGO

Dorland Agency, Ltd., LONDON

Features



are proof of
the influence of
a newspaper

Study the reading features which a big newspaper offers. . . . You can gauge the intelligence, the substantiality of its reading class.

The Globe-Democrat, with other progressive newspapers of the world, contracted for the two monumental features of the age,

THE EX-KAISER'S MEMOIRS

and

THE MISTAKES OF THE KAISER

By Rene Viviani

The memoirs have just been concluded. Viviani's story will start next month. It will be studied carefully by the people who count in St. Louis and the tributary area—the people of influence.

Such are the people who read St. Louis' Largest Daily.

Democrat

J. R. Scolaro
DETROIT

C. George Krogness
SAN FRANCISCO

Associated American Newspapers, PARIS

Farming Viewed As Business Operation

TO encourage the farmer to regard his farm as a business and to operate it systematically, thus securing both wages and interest on invested capital, is not a visionary ideal. Scores of Farmer-Oklahomans are operating under this plan with the aid and counsel of the editors of the Oklahoma Farmer-Stockman.

These editors preach the operation of as large a tract as the individual can successfully manage, proper ratio of crops and livestock, crop rotation, adequate implements and equipment, careful financing and profitable crop marketing.

Thus a practical editorial policy is stabilizing farm operation in Oklahoma and increasing the demonstrable editorial leadership of "Oklahoma's Favorite Farm Paper."

**THE OKLAHOMA
FARMER-STOCKMAN**

PUBLISHED BY THE OKLAHOMA
PUBLISHING CO. PUBLISHERS OF THE DAILY OKLAHOMAN
AND OKLAHOMA CITY TIMES

CARL WILLIAMS

~ Editor ~

Edgar T Bell, Adv. Mgr.

Oklahoma City, Okla

E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Kansas City Atlanta San Francisco



New Applications of the Wood-Engraving Technique

Beautiful and Distinctive Results Very Often Secondary to Some Intensely Practical Problem

By a Commercial Art Manager

THE current popularity of wood engravings or pen-and-ink imitations of them, executed with surprising cleverness, is not due entirely to the individuality thus provided for the advertising. The wood cut guarantees good printing results, under adverse conditions. The wood block, of course, is not used direct. Plates and electros must be made, but the methods of the wood engraver and his imitative cult lend themselves to clarity of technical expression. They do not blur, fill in, show up poorly, even on poor paper stock.

Despite the fact that they are famous for detail, shaded areas, and intricate tones, wood cuts are far more serviceable in many cases, where printing is doubtful, than the most skilful half-tone or line original.

This is due in a large measure to the very limitations and mechanical rules of wood engraving.

Against every black there is a light. There is marked precision to the shading. Contrasts are invariably protective in character. Certainty seems to guide every fragment of detail. Notwithstanding this, the most elaborate textures are in evidence.

While the pen-and-ink artist, working on a chalk-surfaced board, is permitted to scratch out and paint in whites upon solid blacks, there is a certain something in the character of the true wood cut which is quite beyond petty infringements. No pen, however dextrous, can achieve quite the same results. And they differ to such a material degree from the conventional line illustration that people are attracted to them, without realizing the why or wherefore. They simply know that "here is something different."

And since the art of the wood engraver has suffered a lapse, the technique now seems new to a vast audience.

W. L. Douglas, after fruitless experiments in having a pen-and-ink portrait of himself made for newspaper advertisements, at last turned to an expert wood engraver, who created a technique which was proof against poor paper and poor ink. Line engravings, deeply etched, were made from a proof of the wood block, and the problem was settled. It could not be done satisfactorily in any other way, it would appear. That portrait is in use today—clear, sharp, impervious to every printing handicap.

A current campaign in farm papers for Goodyear belts has depended upon wood cuts entirely, and with the most interesting results. The Goodyear illustration must picture a farm scene in careful detail—machinery, belts in action, crops, outbuildings, scenic effects. The wood cuts leave nothing to be desired from the sales and printing standpoint. The advertiser is permitted to introduce as much of the intricate as he pleases, with no fear of mussy printed effects.

And while solving a printing problem, an unexpected result has been gained as well; the technique in such large space represents something entirely new in farm-paper illustration, when placed in competition with the more usual mediums.

An advertiser, using small space, encountered the greatest difficulty in getting adequate reproductions of his line of farming implements for poor paper use. Several familiar expedients were tried, such as pure outline pen drawings over silver prints, coarse-screen half-tones, massed-black techniques,



IN THE LARGER ORIGINAL, THIS WOOD-CUT ILLUSTRATION WAS MOST EFFECTIVE

etc. None of them was satisfactory or pleasing. The pure outline drawings had an unmistakably hollow and superficial appearance. They lacked weight. The half-tones, in whatever screen used, were apt to blur and fill in.

Then came a man who had been looking back through the ancient files of the company which had been nearly fifty years in business. He found a catalogue, printed fifteen years before, but illustrated with wood cuts by a real expert in his line.

He recommended that deeply etched line plates be made from these venerable wood cuts. The experiment received the support of the advertiser, and overnight the greatest problem of the department was solved. In spaces as small as one-half-inch square, big machines were shown in absolute detail. And they reproduced beautifully.

It is not necessarily true that the wood-cut technique seems old-fashioned, out of date. This is being proved at present through the use by national advertisers of the wood-cut technique for important campaigns, with the automobile industry strikingly in evidence.

The General Motors Truck Company has turned to wood cuts almost entirely, and the effect is

satisfactory, because there is so little competition.

A wealth of interesting technical detail is characteristic of the entire series—a truck drawn up at a milk depot; a truck loaded with grain, lumbering along a picturesque country highway; and always the most surprising amount of delicate adjustments of light and shade. (How many people know that in order to make a wood cut it is first necessary to have a fairly finished original drawing, with the same values expressed in half-tone gradations of tone?)

It is a luxury, but a profitable one in the end, where individuality is demanded. The General Motors Truck series may be looked upon as a real achievement in commercial illustration.

And nothing that is within the range of the artist who works in oil, in distemper wash, in pen-and-ink, in crayon, charcoal, pencil or pen-and-ink is impossible for the wood engraver or those who affect his technique.

An equally successful and artistic series of illustrations is being used at this time for the Essex automobile, not for the purposes of clear printing, because the advertising appears in general periodicals, but because it is desirable to create a new and

"Special Extra"

"Some months ago we published a story by Peter B. Kyne which he called *"THE GO-GETTER."* There hasn't been a story since Elbert Hubbard's *"Message to Garcia"* which got to folks the way that story did.

"The Message to Garcia" and *"THE GO-GETTER"* were great stories for Americans because they told of men who didn't know when they were licked.

After all, that's the reason these United States are the United States; they are founded on men who could not understand the meaning of the word "defeat."

In December *Cosmopolitan* there's another story of that sort of American youth: the up-standing, two-fisted youngster, who may irritate you and me by his self-confidence, but who, if the necessity arises, can do the sort of things the Go-Getters of our army did at Verdun and one place and another some three thousand miles away from here.

It is called *"THE SPECIAL EXTRA"* and it is by Irvin Cobb. It's a he-story, I want to say."



EDITOR.

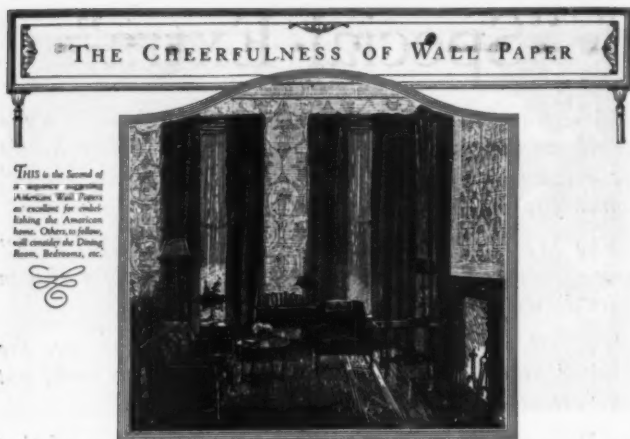
Cosmopolitan

Fiction Interprets Life
America's Greatest Magazine

W. S. BIRD
Eastern Sales Manager

A. C. G. HAMMESTAD
Business Manager

J. J. BARNETT
Western Sales Manager



THIS is the second of a sequence suggesting American Wall Papers as excellent for redecorating the American home. Others to follow, will consider the Dining Room, Bedrooms, etc.

WOOD-ENGRAVING TECHNIQUE GIVES ADDED CHARM TO THE REFINEMENT OF THIS INTERIOR ILLUSTRATION

distinctive pictorial technique, to give the campaign an atmosphere all its own.

These Essex designs, introducing car, figures, background accessories, sacrifice nothing that any other medium could provide. And to top it off, the public can sense, at a glance, that the advertiser has presented "something different," where there are so many half-tones and line illustrations.

Another point should be considered when making any estimate of the value of the wood engraving.

A sufficient number of people are familiar with the difficulties and expense of the art to appreciate to the fullest extent that the advertiser is exhibiting a genuine desire to produce something exceptionally fine. Wood engravings are costly. They require time. They can't be "slapped out."

For more than two years now, Mimeograph advertising has employed the wood-cut school of illustration.

Subjects have been wisely selected for pictures, which permit of the use of all of the subtleties of the process. A cluster of graceful flowers, illustrated in wood cut, take on a new and strange beauty,

through power of the method of handling.

The Wall Paper Manufacturers' Association is also using the wood-cut technique to striking advantage. It has been necessary to reproduce handsome interiors. And on every hand there were quite exalted examples of this type of illustration. Artists of note had made designs in full color. The photographer had applied himself and given soft tone. There had been originals in black-and-white wash without number and they were exquisite. The pen-and-ink expert had reached a high plane in his own technique. To attempt to do something better than these was well-nigh impossible.

But no advertiser had used wood-cut style interiors. Here was, then, virgin territory for a campaign, and a series was produced which is now running with success.

It is possible to sum up the advantages of the wood-cut illustration thus:

The technique is comparatively new to this generation.

There is a certain mysterious fascination to the wood cut. People do not quite know how the result is obtained, and there is



To save the bumper potato crop of the Northwest, the Journal published an article, "BUY POTATOES NOW." The Governor of the State, the banks, and the country press praised the Journal's foresight. The crop is now moving to market by the trainload — Journal influence again.

THE MINNEAPOLIS JOURNAL

*Represented in New York, Chicago, and
San Francisco by O'Mara & Ormsbee, Inc.*



"Payson seems to lack the punch. He can take a lot of pounding, but he's no good on the offensive. I can't understand it."

Goliath

A Great Football Story

By Dana Burnet

HENRY PAYSON was the six-foot three-inch, two-hundred pound Princeton-going son of a corset manufacturer. He couldn't play football. He was too big! Hadn't he learned at Sunday School years before the story of Goliath—the giant who was slain by the diminutive David?

Henry never forgot that Sunday School lesson. It dwarfed his confidence in his big frame.



Then Davey Jessup, Yale quarterback, made a bet with the golden curled Alicia—a bet that made Henry blush . . . and sent him struggling to overcome his Goliath complex. . . .

Did he? If you take the story in your hands you won't put it down until you find out!

Dana Burnet knows football, and he knows, too, the way to serve it up to the 850,000 Elks who will read the November issue of *The Elks Magazine*.

If you love the thud of a pigskin and the throb of a heart make sure that the November *Elks Magazine* comes to your desk. A request on the letterhead of a national advertiser, or agency, will bring the number forthwith.

The Elks Magazine

"850,000 Voluntarily Subscribed For"
50 East 42nd Street, New York City

Telephone Vanderbilt 8757

therefore an added attraction.

Printability at all times under all circumstances.

Possibilities in the way of intricate detail.

Unique lighting effects.

Sheer artistry of effects.

Of those who imitate the woodcut technique in pen-and-ink we have no complaint to make. It is really remarkable how successful they are in most cases. But the greatest skill and patience are required.

Makes Sporting Event Basis for Their Copy

The Media Drug Company, a chain drug store of Media, Pa., with a number of stores in Philadelphia and surrounding suburbs, recently devoted its card space to an announcement of the opening of an Aircraft Field at Media and the events that would be "flown" off. The date was given, the kinds of events, location of the field, etc. The only mention of the company was in the closing line, which read, "Birthplace of the Media Drug Company."

Kentucky Farm Paper Has New Owner

David B. G. Rose is now controlling owner, president and publisher of *The New Farmers Home Journal*, Louisville, Ky. Mr. Rose is also controlling owner, president and general manager of The Standard Printing Company.

The first issue of *The New Farmers Home Journal* under its new management will appear about November 10.

Chicago Agencies Share Terra Dermalax Account

Erwin, Wasey & Company, Chicago advertising agency, have secured the dealer advertising account of the Dermatological Laboratories, Chicago manufacturers of "Terra-Dermalax" facial preparation. The Kling-Gibson Company, Chicago, will continue to handle the mail-order advertising for this account.

Rochester Newspapers Appoint R. B. Titus

R. B. Titus, formerly with the Los Angeles *Examiner* as local advertising manager, has been appointed advertising director of the Rochester, N. Y. *Journal* and *American*.

Waist Account for Herbert M. Morris Agency

The Elgin Waist Company, Philadelphia, has placed its advertising account with the Herbert M. Morris Advertising Agency, of that city.

Public Utility Association Joins A. A. C. of W.

The recently organized Public Utilities Advertising Association, which is composed of public utility advertising men and the directors of the several State Public Utility Bureaus of Information, has been admitted to membership in the Associated Advertising Clubs of the World as one of its departments. At its recent meeting held in Atlantic City the following officers for the ensuing year were elected:

W. P. Strandborg, publicity agent, Portland Railway, Light & Power Co., Portland Ore., president; J. A. McQuiston, advertising manager, Westinghouse Electric & Manufacturing Co., East Pittsburgh, Pa., vice-president; George F. Oxley, director of publicity, National Electric Light Association, secretary; B. J. Mullaney, executive department, Peoples Gas Light & Coke Co., Chicago, treasurer.

Benjamin E. Ling, director Ohio Committee on Public Utility Information, Cleveland, O., was elected chairman of the Membership Committee, and W. P. Strandborg was made chairman of the Programme Committee.

The following were elected directors for one year: Labert St. Clair, director advertising section, American Electric Railway Association; George F. Oxley; Charles W. Person, secretary Advertising and Publicity Section, American Gas Association.

Directors elected for two years are H. M. Lytle, associate director, Illinois Committee on Public Utility Information; W. A. Griffin, assistant to vice-president, American Telephone & Telegraph Company; W. S. Vivian, director of public relations, Automatic Electric Company, Chicago, Ill.

Directors elected for three years are B. J. Mullaney, J. A. McQuiston, W. P. Strandborg.

The following were elected members of the National Advertising Commission of the Associated Advertising Clubs of the World: Frank LeRoy Blanchard, director of advertising, Cities Service Company and Henry L. Doherty & Company, New York; B. J. Mullaney, and J. A. McQuiston.

Courtland Smith Endows Journalism Prize

Courtland Smith, a director and former president of the American Press Association, has founded the Orlando J. Smith prize of \$100 which is to be given annually to the best student in the journalism department at DePauw University, Greencastle, Ind.

The gift was made by Mr. Smith in honor of his father who is a DePauw graduate.

The Foster and Kleiser Company, San Francisco, outdoor advertising, has appointed George Musaphia sales manager of its Los Angeles branch. Mr. Musaphia will also direct the art department of that branch.

[illegible]

M



MVTABILE
SEMPER
FEMINA



IN WHICH WE VENTURE TO CONTRADICT VIRGIL

EVER changeable," sang the Roman poet, "is woman." If Virgil were to return from Elysium, and took the job of editing a woman's magazine—he would quickly change, we think, his tune.

For woman's nature is a rock upon which the home is built.

You can, if you will, direct your editorial aim to a certain superficial, iridescent froth that at some time or other sparkles, bubbles and disappears upon the surface of most women's lives. But if you do, you will never reach that woman whose fundamental nature is unchanging as the rock of ages.

We have tried to make *The Delineator* in the truest sense a woman's magazine. Evanescent fads and follies have no place between its covers. But nothing that interests the real woman is alien to its pages.

THE DELINEATOR is much more than a fiction magazine. But because women like good fiction, *The Delineator* is often the first to publish stories that later become famous as best-sellers in book form. For example:—

Mrs. Meloney, the editor of *The Delineator*, went to England to talk with Hutchinson, Galsworthy, and

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other English authors who write fiction for *The Delineator*. Mr. Hutchinson told her that for years he had wanted to write a story about the woman in business. He did not believe a woman could be fair to her children and make a success of business. Mrs. Meloney argued for the woman who does not choose business, but *must* make a living for herself and children.

Four days they talked—and finally Mr. Hutchinson said:—

“I’m going to write the story about a family in England I know—and I’m going to write the truth about them.”

“This Freedom” was the result.

The critics, divided between enthusiastic praise and savage censure, do not seem to be able to agree about “This Freedom” as a piece of literature. But one thing is sure. Everyone is now reading and talking about this remarkable story which *first* appeared in *The Delineator*. Ten days after “This Freedom” was published as a book its sales had exceeded by 55,000 copies the total sales of “If Winter Comes” ten weeks after publication.

DELINEATOR readers benefit in many ways from the friendly, intimate contact with authors, which is characteristic of *The Delineator’s* editorial policy. Not long ago Kathleen Norris came across the continent from California to discuss with *The Delineator* her next story, “The Secret of Margaret Yorke.” And Zona Gale wrote of a change *The Delineator* suggested in one of her stories: “I feel as though you had made me a present. The story is so much better!”

If space permitted, we could tell stories equally interesting of many other authors who write fiction for *The Delineator*: Edith Wharton, Joseph Lincoln,

George Barr McCutcheon, Josephine Daskam Bacon, Ernest Thompson Seton, Perceval Gibbon, Fanny Heaslip Lea, Grace Sartwell Mason and many others.

Yet we reiterate that *The Delineator* is not a fiction magazine. Good fiction and plenty of it is an essential part of *The Delineator* because the mind of woman is incurably romantic and loves above all things a good story.

The Delineator is more than a fiction magazine. It is a woman's magazine—the real woman who has not changed since Virgil's day, the woman who was Mother Eve before Rome rose or Virgil sang.

THE DELINEATOR
THE BUTTERICK PUBLISHING COMPANY
NEW YORK



Making Taxicab Facts Merchandise Automotive Products

Manufacturer Finds Owners of Cars Defer to the Judgment of
Taxicab Owners

By Eddy H. Glenn

NOT long ago an Eastern manufacturer brought out a new anti-skid chain for use in connection with pneumatic tires. As compared with the types of non-skid chains then in use, this new product contained several points that were claimed to mark it as superior.

A careful analysis divulged the fact that competition, because of continuous and splendid advertising effort, was most firmly entrenched in the minds of both consumers and distributing channels. To break into this market in a national way would require an expenditure which, it was believed, could not even be contemplated.

Consequently, it was decided to carry on an intensive campaign in a restricted territory. Such a campaign was waged over a period of several weeks, during which period sales appeals were changed and modified in an effort to dislodge competition, to discover the "open sesame" to the anti-skid chain business of the passenger-car driver. But results in comparison to expenditures were not forthcoming.

A second investigation was undertaken for the purpose of discovering, if possible, why this peculiar apathy toward the product should exist in the minds of automobile drivers and accessory dealers alike.

A significant discovery was made. It was found that as a judge of the comparative economic merits of at least the accessories which he uses the passenger-car driver is a "fall guy." Outside of recalling one or two instances in which he was able to get a "show" mileage per gallon of gasoline, he was almost entirely unfamiliar with the performance of either

his car or items of its equipment.

Naturally the average automobilist keeps no performance records. His purchases are based on a queer admixture of faulty memory, hearsay and advice from more or less biased minds.

Even in the matter of so important an item as tires, he is, in the main, woefully ignorant. He recalls that in May, 1920, he equipped all around with a certain brand of tires, which by shifting back and forth, served him for eleven months. He then changed brands of tires and the second set rolls along for only nine months.

The conclusion appears obvious. The first make of tires is most satisfactory for his use. And in arriving at this conclusion, Mr. Car Owner entirely loses sight of the fact that during the second nine months he began more and more to use his car for business purposes. He entirely overlooks the fact that with the second set of tires he averaged a thousand miles per month. He secured 9,000 miles of travel from them, while with the first set he was driving only 500 miles per month and obtained a mileage of 5,000 miles in ten months' time.

SERIOUS LACK OF FACTS

This is a condition in the automotive industry which is at once the despair of manufacturers of sound, serviceable products. There is a most consistent and strong appeal for them to cut quality, price and service in an effort to beat competitors. There is the continuous appeal, "Well, if the automobile owner does not care enough about his own cash expenditures to make them on the basis of actual facts rather than mere price appeal, why should we not

cater to his expressed demands?"

It is no small credit to the business integrity of manufacturers of automobile accessories and supplies that a majority have had vision—business vision—enough to resist such seeming demands on the part of the driving public.

These are a few of the facts which the careful investigation of the anti-skid chain manufacturer uncovered. But one more fact and of far-reaching importance in the determination of future sales policy was yet to be unearthed, and in almost accidental fashion.

An unusually aggressive distributor had been obtained for the Baltimore territory. Sales in this vicinity were most satisfactory and showed a steady increase in volume. Crew salesmen were unable to account for the condition except in the fact that the distributor was an unusually live wire. As soon as this circumstance was noted, the sales manager hurried to Baltimore to analyze the situation.

The distributor himself professed the belief that there was nothing extraordinary in his selling tactics, and a cursory examination bore out this contention.

"Well, tell me this," said the sales manager, "what class of cars are you equipping; who are your biggest customers?"

"Why no particular class, I believe," replied the Baltimore distributor. "We are selling these chains for every type, size and class of vehicle. Of course, we probably sell more chains to the taxicab companies than any other people. They do their biggest business in the rainy, snowy, bad weather when other people do the least driving and when chains are most needed. They are our best customers in all lines when our passenger-car demand is lightest."

These questions were asked by the sales manager in rapid succession: How do you get so much taxicab business? Do you sell direct instead of through the dealer? Don't your dealers complain? Can you hold the taxicab business with our anti-skid chain? Don't they buy any chain

they can get for the lowest price? Has this business any effect on your other business?

The answers to the profusion of questions which the eager sales manager asked indicates an interesting and significant trend that will bear thought because it has developed almost overnight and is growing apace. The tendency even today may be observed outside of New York City, where unfortunately the cab business, elsewhere conducted by responsible, keen corporations, is only in its infancy.

The story as this sales manager tells it is as follows:

The Baltimore distributor had for three years maintained a policy of going first to the largest cab company in Baltimore with every new product which he undertook to distribute. The usual proceeding was to secure a trial order. The cab company then thoroughly tested out the product on its cabs—a regular and easy procedure because of the great mileage involved in operating a car in such a service.

Every successful cab operating company is forced by the very nature of its business to keep careful and detailed records, and I am informed that the accounting systems which they maintain and use would do credit to many an older industry.

With such records it is very simple for a cab company to make its judgments on the basis of actual figures brought out by its records of costs per mile of operation. Consequently, when this distributor could secure the business of the big Baltimore company, he knew he had a real product which he could confidently sell to his dealers.

DEALERS CAPITALIZE LOCAL CAB COMPANY RECOMMENDATION

Far from objecting to having the distributor sell an unusually large volume to the cab company direct, the dealer made a forceful individual consumer argument of these sales. Consequent investigation of this point in Baltimore, Louisville, Chicago, Kansas City and smaller cities, indicates

Makeshift

**Makeshift merchandise is
no worse than makeshift
distribution.**

**Advertising is powerless to
overcome either.**

**Let the Evening American
tell you how to secure
adequate distribution in
Chicago.**

**CHICAGO  AMERICAN
EVENING**

that the dealer is perfectly justified in this attitude. His position of actual contact with the automobile owner places him in a position to judge the sales influence of even the silent recommendation of mere use of a particular product by a cab company. The canny dealer knows such a recommendation makes sales for him.

Again, the driver has been quick to perceive the wisdom of allowing his local cab company to test what is best and to be his guide in purchases. Taxicab operators, their operating personnel and their drivers all will tell you of the never ending list of questions hurled at them by cab passengers, very many of whom are themselves owners of motor cars.

"What tires are you using?"

"What kind of paint do your people use to keep these cabs looking so fine?"

"What brake lining? It never squeaks. How much mileage do you get?"

"Is it true that you use some kind of gas that does not foul spark plugs with carbon?"

"What motor oil?"

"You fellows must use a lot of chains a year. What kind are they?"

The anti-skid chain sales manager quickly revamped his selling plans. The taxicab business was made his first objective. To date his sales in this field are showing splendid volume at an astoundingly low cost. He is lining up taxicab business with a rush. As his plans mature he is securing proper distribution, and with local newspaper campaigns he is building consumer demand. His appeal is found in actual mileage figures and cost data based on local conditions as experienced by one or more well-known cab companies in each locality.

Heads Chicago Copy Staff of George Batten Agency

H. T. Taylor, who has been with the New York office of George Batten Company, has joined this company's Chicago office as head of the copy department.

How "Safety First" Is Advertised in Boston

How automobilists can avoid accidents was recently made the subject of a full-page newspaper advertisement, in colors, published through the co-operation of public-spirited Boston citizens.

Under a large stream head, "Be Careful," a round picture showed one car trying to cut out from behind another, with a third high-power automobile speeding head on from the opposite direction on a narrow country road. Massachusetts' record for 1921, 193 children killed, 3,433 children injured, 335 pedestrians killed and 6,524 pedestrians injured, a total of 10,485 killed or injured, was cited.

Under a heading, "How to avoid accidents, by Commissioner Goodwin," this advice was given:

"Don't drive with defective brakes. Don't drive with glaring headlights. Don't drive with dirty windshields. Don't drive after drinking liquor. Don't try to get ahead of everyone else. Don't fail to sound horn at all crossings. Don't drive on the wrong side of the road. Don't drive your car at a high rate of speed. Don't drive past a trolley car that has stopped. Don't drive past children playing in the streets.

"There are 67,351 more motor vehicles on Massachusetts streets and roads than last year, 23 per cent more registrations, 423,191 in all, to October 1, 1922. The chances for accidents are now 23 per cent greater. Some people drive as if they had only one more hour to live. Often that's as long as they do live."

Plan New Electric Publication for Central Stations

Winstons, Inc., a recently established Chicago publishing house, will begin publication on January 1, 1923, of *Electric Light & Power*, a monthly magazine for central stations. It will deal with the production, distribution and selling of electricity. L. C. Spake, formerly with the McGraw-Hill Company in New York and Chicago and the H. M. Johns-Manville Company, will be business manager and editor of the magazine. He will be associated with H. G. Winston and T. M. Winston, formerly engaged in New York in the mining and electrical engineering publication field. *Electric Light & Power* will have a page size of 9 by 12 inches.

Elto Motor Account with Burns-Hall Agency

The Elto Outboard Motor Company, Milwaukee manufacturer of motors for rowboats and canoes, has placed its advertising account with the Burns-Hall Advertising Agency, Milwaukee. It is planned to use a list of general national and class publications for this company's 1923 campaign.

1,720,768 lines
of
Brooklyn Advertising
published in the
NEW YORK EVENING JOURNAL
during the first nine months of 1922

(Latest available Evening Post Statistics)

This Brooklyn lineage was greater than that carried by all New York evening papers combined.

One reason for this advertising supremacy is that the circulation of the NEW YORK EVENING JOURNAL in Brooklyn exceeds all Brooklyn papers *combined*.

For years the NEW YORK EVENING JOURNAL has published a *Brooklyn Section*. Now, with five news pages added, this section becomes a complete Brooklyn newspaper in itself—and is included every night with the NEW YORK EVENING JOURNAL in Brooklyn.

**NEW YORK
EVENING JOURNAL**

Largest daily circulation in America
—and at 3c a copy



Here they come!

"The popularity of the closed car is a dominant factor in the maintenance of high production programs"—*Automotive Industries*, Nov. 2.

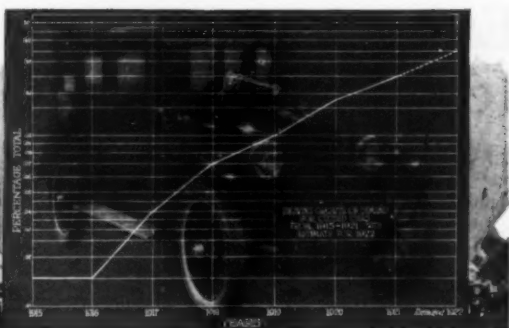
THE demand for closed cars has increased until it now represents nearly 50% of the entire demand for automobiles.

It has given the automobile trade an "all year round business."

Dealers who used to take

this part of the year for a holiday find themselves still hard at work, and making money.

They will come to the Shows this winter with the most remarkable year in the history of the industry behind them. All records have been broken—the



most optimistic prophets in the industry have fallen short of the actual happenings—the “Ask ‘em to Buy” campaign of the Automotive Equipment Association has swept the country and put new merchandising life into Dealers, Jobbers, Garage Owners, and Service Stations—and now their “Shop Profits” campaign is in full swing urging Repairmen to buy more and better equipment.

There never has been a more propitious time for manufacturers of automotive products

—accessories, shop equipment, and supplies—to interest the better class of Dealers, Jobbers, Garage and Repairshop Owners, who now are facing the most promising season they have ever known.

Investigation has developed the fact that readers of *Motor Age* and *Motor World* do nearly three-quarters of the entire annual business of the automotive field.

Both these publications are members of the A.B.C. and A.B.P.

Are you on our mailing list for “Facts and Information Concerning the Automotive Distributing Field?”



THE CLASS JOURNAL COMPANY

New York, U. P. C. Bldg.; Chicago, Mallers Bldg.; Boston, 185 Devonshire St.; Philadelphia, Widener Bldg.; Cleveland, Guardian Bldg.; Detroit, 317 Fort St., West; Indianapolis, 1212 Merchants' Bank Bldg.

PUBLISHERS OF AUTOMOTIVE INDUSTRIES, MOTOR WORLD, MOTOR AGE, COMMERCIAL VEHICLE, EL AUTOMOVIL AMERICANO, MOTOR BOAT, DISTRIBUTION & WAREHOUSING, THE TIRE RATE BOOK

Enough coverage to Uncover Sales

BASING newspaper space-buying entirely on the population of the city of publication may be a sound policy when applied to the large cities. But such a policy would cause many an advertiser to underestimate the Oklahoma City market.

Because: Oklahoma City proper has 115,000 population, while the surrounding territory within a fifty-mile radius brings the total up to *half a million*. And this market is virtually a unit, entirely dominated by Oklahoma City jobbers and newspapers.

Consider then: An immediate market of 125,000 *families*, thoroughly covered by a combination of two newspapers, with an additional outlying market of a million influenced by these two newspapers more than any other combination of media, because these are the

largest newspapers published in the geographical and trading centre of the market.

That is the Oklahoma City newspaper situation in a nutshell. The two papers are The Oklahoman (morning) and the Times (afternoon) with a combined daily circulation of 110,000; Sunday 128,000.

Only by using *both* of these newspapers can the advertiser hope to cover the entire immediate market. Only through this combination can he exert maximum selling influence on practically the whole of the Oklahoma market outside.

Because of the slight duplication in circulation of the two papers, two almost entirely separate audiences are secured; the advertiser earns a low combination rate, and buys enough coverage to uncover the sales possibilities of the market. Detailed information on request.

The Oklahoman and Times Development Department is prepared to furnish intelligent merchandising service and market data to users of these two newspapers.

The OKLAHOMAN & TIMES

MORNING, EVENING AND SUNDAY

MEMBER A. B. C.

REPRESENTED BY

E. Katz Special Advertising Agency

New York Chicago Kansas City Atlanta San Francisco

British Advertising That Has Built World Business

What the Sutton Family's 116 Years' Experience Has Taught about Selling Seeds

By Thomas Russell

London (England) Correspondent of PRINTERS' INK

WHETHER going by train or road, students and other travelers from London to Oxford and the west are sure to see, just before reaching Reading, a sudden blaze of color—the famous Sutton's Seed Testing Grounds. At one time of the year it may be alive with the golden yellow of daffodils or the brilliant scarlets, pinks, etc., of tulips and other spring flowers; at another time there is every color known in floriculture, when summer's annuals are at their best. Always some flower is there to arrest and delight the eye.

That is not the least valued of the Sutton advertisements, and the story it tells goes far to explain the celebrity of this old-world concern. The first Sutton in the business, John Sutton, a corn factor, who in 1806 began to sell seeds to the farmers whose corn he bought, set the fashion of never handing out anything that was not as good as vigilance and painstaking integrity could make it. His grandsons and great-grandsons, the Suttons of today, assure themselves that their seeds will grow by testing every parcel themselves in their Seed Testing Laboratory and in these Trial Grounds. Doing this in full view of the public is good advertising for Sutton's seeds.

The firm is purely retail and does not deal with jobbers or merchants. Sutton's seeds are advertised in the United States and advertised successfully.

How comes it that this business can be done, in competition with retailers on the spot and producers in every land? The answer is, in part, advertising; but advertising a product that it pays to send 3,000 miles for.

The seed business is a peculiar

one. Plants will grow in a climate where they are incapable of seeding. Many varieties of that familiar vegetable, the cauliflower, for instance, will not make seeds in England, and it is doubtful whether it will do so in many of the American States. Italy is its home. The same with other seeds. Now, speaking generally, the custom under which the retail seed business in England has developed is for seed-houses to buy each kind of seed from wholesalers at market rates, these latter obtaining their supply from growers in its native habitat. But the Sutton plan is different. Sutton's Seeds are produced by their own growers. These are under no temptation to fill up with second-grade or alien seeds or save the best stuff for a favorite customer. In "Sutton's" they have a customer who will take all they can grow, but they only keep him on condition of giving the right service. All that they send is tested in Reading, and they know it.

GROWTH BEGAN WITH ADVERTISING

John Sutton, who sold seeds to farmers alone, was father of Martin Hope Sutton and Alfred Sutton, who went ahead with the business. They began to sell seeds to all who came for them, and they were such good seeds that in the Irish Potato Famine of 1845 the British Government appealed to Messrs. Sutton for advice. They recommended the planting of quick-growing vegetables such as turnips, carrots and onions, also cabbage and other crops that would yield food early. The seeds that they furnished saved many thousands of lives and earned a bigger reputation for the House of Sutton, which

did not hesitate to advertise the fact in the newspapers and thus start its own real growth.

Not everyone realizes how modern the seeds business is. When John Sutton began, the grass seed commonly sown was the sweepings of hay-lofts. There were few varieties of each vegetable—today they are legion, and we see in the development of plant-breeding a degree of progress scarcely less marked than that achieved in mechanical science. Farmers and gardeners now have at their command types of plants and roots so improved in every characteristic as to be far in advance of the best strains known to those who were devoting a life study to the subject a half century ago.

Martin Hope Sutton's original seed cabinet is a valued heirloom. There are twenty-four drawers in it—all he needed. Today one sort of vegetable alone would need far more. For instance, there are Mangolds and other farm crops. Nowadays, if you ask for these seeds, the salesman wants to know whether you want globe, tankard or long Mangolds, in Swedes your choice of purple, bronze or green-top.

I asked F. C. Eady, of the company, whether the advertising which began in 1845 had initiated a big advance. He replied, "I don't need to answer that; advertising always causes a big advance." He agreed that the American copy, which has been written during the last two seasons by an agency in the United States, differed from that used in England, but said that just as this would not suit the British public, it is similarly recognized that what had to be sent to the United States was not copy, but information on which to build copy.

"The biggest part of our press appropriation here," he said, "is in the technical press. Head gardeners on large estates and big farmers and land owners are the firm's principal clients. The way we get at them is through their 'class' papers, and by exhibiting at agricultural and horticultural shows. This is supplemented by

a certain amount of space in London and provincial dailies, by the well-known chocolate - and - white lettered plates on the railway stations, and, of course, by our catalogues."

Sutton's book on gardening entitled "The Culture of Vegetables and Flowers"—now in its sixteenth edition—is the standard work on gardening today, as is Martin Sutton's "Permanent and Temporary Pastures" on the question of grass farming.

A Whole-Hearted Appreciation of Service

H. C. GOODWIN, INC.
ROCHESTER, N. Y., Nov. 2, 1922.

Editor of PRINTERS' INK:

When I wrote you on October 25, requesting a list of articles appearing in PRINTERS' INK on the advertising of sporting goods, I didn't dream that two days later we would receive fifty-five clippings and references on the subject.

You gave us all the data we can digest and assimilate in a week of work days—and then at the bottom of it you have the delicious nerve to ask us whether the references furnish the desired information.

If you had sent us only four or five references, I would have said, "That's what I call service"—but fifty-five, and all of 'em full of red meat—that's "That's P. I." chimes in the stenographer. She said it—it's pie for us.

Frankly, I hardly know how to express my admiration and appreciation of the efficiency of your Research Department as a national institution in assisting advertising agencies with the problems and policies of their clients.

H. C. GOODWIN, INC.
E. G. COUNTRYMAN.

A Teachers' Controversy Aired in Advertising

That equal pay for women teachers would feminize schools is declared in advertising copy being used by the Boston association of school men in elevated station signs to influence voters.

"Give your boy a square deal," the copy demands. "He is entitled to men teachers. Equal pay means feminization of the schools. Back up your school committee. Vote no on equal pay." The signature of the association appears at the bottom.

Portland, Ore., "News" Advances J. B. Sproule

J. Bruce Sproule has been appointed advertising manager of the Portland, Ore., *News*. Mr. Sproule has been a member of the advertising staff of the *News* for several years.



The Market for Motor Buses Is Growing Rapidly

HOW MUCH BUSINESS for you will result from the development of bus routes throughout the country?

How rapid is this development likely to be?

What is the future?

Basic considerations on which the bus field as a market may be appraised, are contained in an illustrated pamphlet entitled

"Measuring the Bus"

A copy of this we shall be glad to mail* you with our compliments. To whom in your organization shall we send it?

Bus Transportation

Tenth Ave. at 36th St., New York



Originality and Punch Needed in Church Advertising

Chicago Conference Is Told That Churches Must Advertise Along Business Lines

CHURCHMEN representing eleven States and almost as many denominations met in Chicago last week to talk salesmanship. The occasion was the National Conference on Church Publicity and more than 400 religious leaders attended the sessions. What the church has accomplished in the past decade, what it must do next in advertising and ways of selling the church to the community were the themes discussed at morning, afternoon and evening meetings.

That the church has borrowed extensively from the selling and advertising tactics of modern business was acknowledged by practically every speaker on the programme. That it must use this advertising and selling knowledge in a more intelligent and businesslike manner than heretofore was the consensus of the conference opinion. The use of newspapers, direct-mail methods and other mediums consistently with copy carrying the "originality and punch involved in the sale of dress goods, breakfast foods and automobiles," was urged for effective church advertising.

From an advertising point of view the conference was significant in that it served to point out definitely the sharp lines of cleavage existing between paid advertising and free publicity. Two representatives of Chicago daily newspapers and Rev. Herbert H. Smith, assistant publicity director of the Presbyterian Church, told the churchmen present what newspapers and other publications could be expected to use as news and what should be paid for at current advertising rates.

Dr. Christian F. Reisner, of New York, head of the church advertising departmental of the Associated Advertising Clubs of the World, told the conference that like any manufacturer or

dealer the churches must first have fresh and palatable goods on hand to attract consumers. "The next step is to advertise," he said. "But advertising does not mean merely to put out attractive printing. It means alertness that will compel people. Very few churches really advertise. It is pathetic to realize how little advertising is being used to push the claims of the church.

LOOKS TO ADVERTISING MEN FOR HELP

"The tiny announcements in the daily paper and the dignified gilt sign on the front of the church with an additional board carrying a sermon subject are mere child's play compared with what ought to be done. If success in business can be found by right advertising methods, there is success in them for the church. But advertising men must help the church, even though they must force their services on the church as they did on the Government at the opening of the war."

Dr. Reisner cited what advertising men, such as W. H. Johns, of the George Batten Company, Merle Sidener, of the Sidener-Van Riper Company, and G. W. Hopkins, of the Columbia Graphophone Company, had done for church advertising.

Rev. J. T. Brabner Smith, of Chicago, described the part that the modern newspaper plays in the social, moral and business structure. "Keen observers," he said, "note carefully the increasing circulations and the powerful influence of the newspapers and they know that the majority of the members and adherents of the church are readers of the newspapers. Every church should have a fund for advertising purposes. But this advertising money should be spent as systematically and as earnestly as manufacturers spend

Better Business

BOSTON MERCHANTS are sending an important message to general advertisers. Ask almost any one of them what he wins by advertising liberally in the Boston Evening American, and the reply is likely to be along the line of *"better business."*

American readers are among the most progressive, up-to-date men and women in the community. Many of them are wealthy or in absolutely comfortable circumstances—*possessing big purchasing power.*

This fact was emphasized by our recent canvass of 1,000 owners of automobiles in Greater Boston, which showed that more than 45 per cent. of them are regular readers of the American, the others being divided among other Boston daily papers.

The canvass also showed that many readers of the American are owners of the highest-grade cars, including latest models. This proves that *they have money to spend for good things generally*, as well as for automobiles.

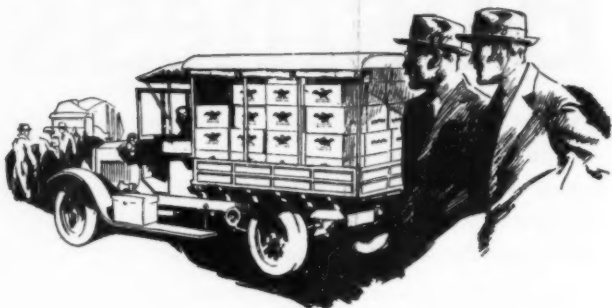
We shall be glad to enter into further correspondence on this subject or have one of our representatives call.

BOSTON EVENING AMERICAN
ESTABLISHED 1870

80 SUMMER ST., BOSTON 8, MASS.

MR. C. I. PUTNAM, 2 COLUMBUS CIRCLE, NEW YORK CITY
MR. J. F. FITZPATRICK, 504 HEARST BUILDING, CHICAGO
MR. ARTHUR BOOTH, 58 SUTTER STREET, SAN FRANCISCO

Does your shipping case help sell the goods?



IS your shipping case a salesman—or just a container?

Today of all times manufacturers should utilize every selling force. The shipping case is an advertising medium that is seldom exploited to full advantage. With cases properly designed, with the shipper's name and message printed in colors, it is possible to make an actual "moving billboard" of every consignment.

Piled on station platforms—hauled in express trucks through crowded streets—delivered at the customer's door in the very districts where you want your name made popular—Gair cases have real advertising value and *help to build sales volume.*

* * *

CORRECT in design, unusually strong and resilient, Gair cases guarantee

protection for their contents and meet every test of fast modern transportation. Strength far above the railroad regulations insures their resisting all shocks, jolts and jars.

Leading manufacturers in many different industries have found that Gair cases help solve packing and shipping problems and are a real stimulus to sales. For over half a century we have been building cases that measure up to the most exacting requirements.

* * *

WITH six great plants located at strategic points to serve manufacturers in widely separated territories, the Gair system is the largest of its kind in the world.

All our resources—unrivalled mechanical facilities, years of knowledge and experience, the skilled services of a staff of experts—are at your disposal. Gair service covers every essential of modern package merchandising: Folding boxes, Labels, Lithography, Corrugated and Solid fibre shipping cases.

The new Gair Service Booklet will interest every shipper of packaged merchandise. Send a postal for your copy today!

ROBERT GAIR COMPANY

350 Madison Avenue, New York

CHICAGO

PHILADELPHIA



BOSTON

BUFFALO

*Member of
Container Club*

their appropriations. The church is the biggest business in the world, but it needs intelligent advertising."

Rev. Herbert H. Smith, speaking on the subject "What Shall We Say in the Advertisements?" advised the conference to give more attention to the problems of copy. "Uniqueness and punch are essential these days in church advertising," he told his listeners. "Think of your advertising as being addressed to the great mass of people who are not going to church now. Don't direct your copy exclusively to the man who is already attending. The public should be drawn to services not by the name of any church or any pastor but by a message that will get attention. The churches must learn their lesson from commercial advertisers."

W. Frank McClure, chairman of the national commission of the Associated Advertising Clubs of the World, presented a plan of co-operative advertising for church use which the conference endorsed. He emphasized the point that so long as each church attempted to give individual identity to its advertising it would be limited by costs to small space, whereas by pooling their interests several churches co-operating could afford to use full-page space in a dominating campaign. Dr. Reisner, just before the conference closed, read a telegram from David W. Griffith, in which the motion-picture impresario promised that his next production would be of a religious nature.

New Member of Associated Farm Papers Group

On December 1 the *Orange Judd Farmer*, Chicago, will become a member of the Associated Farm Papers, Inc.; C. S. Bokelund, who has represented *Orange Judd Farmer* in New York for the last four years, will join the staff of Associated Farm Papers in New York.

H. W. Stillwell has been appointed an account executive in the Los Angeles office of the L. S. Gillham Company, Inc., Salt Lake City, Utah, advertising agency.

Grocery Jobber Offers 100 Per Cent Co-operation

COLUMBIA CHEMICAL WORKS
C. C. PARSONS'
HOUSEHOLD AMMONIA

NEW YORK, Oct. 31, 1922.

Editor of PRINTERS' INK:

We believe that you will be interested in the enclosed letter which we received from the Dahlman & Inbusch Grocery Co., Milwaukee, Wis. We wish that more jobbers in America would take this same stand.

COLUMBIA CHEMICAL WORKS.

LESTER W. MITCHELL,
Sales Mgr.

DAHLMAN & INBUSCH GROCERY CO.
MANUFACTURERS, IMPORTERS AND
WHOLESALE GROCERS
MILWAUKEE, Oct. 25, 1922.

To Manufacturers Who Sell the Retail Grocery Trade through the Jobber.

We realize how costly it is for the manufacturer to secure retail orders and that in spite of this, due to inefficient handling by the jobbers, a great percentage of these are never filled. As jobbers, not specializing in a private brand, but favoring the sale of nationally known products, we feel that this state of affairs is to be regretted. We take this opportunity of announcing that we promise 100 per cent co-operation to manufacturers who will work closely with us.

To insure prompt delivery may we suggest that you instruct your specialty salesmen not to hold their orders until they have finished working Milwaukee, but to either mail or turn them in to our office daily so that we can make prompt delivery. Many orders grow "cold" if they are kept too long. Also retailers will often request us to fill specialty orders before they are turned over to us. This forces us to keep a constant watch for such orders already delivered, as when they are duplicated they are naturally returned with loss to us and possible ill feeling on the part of the dealer.

We will always be glad to have your salesmen make our office their Milwaukee headquarters. We will be glad to have you ship samples and advertising matter in our care for their use while working this territory.

Instruct your salesmen that all orders turned down by other jobbers will be gladly received by us and if we feel that we cannot afford to take the order on account of credit reasons we will endeavor to make delivery on C. O. D. basis. If the customer will not accept the goods on these terms it will be brought back to our warehouse at no expense to you.

If you will give us the opportunity of proving to you that we can and will give you very close co-operation in this market, we are sure that you will find the results more than worth while. Soliciting your hearty support, we are,

DAHLMAN & INBUSCH GROCERY CO.
FRANK A. INBUSCH.

THE most significant development in the history of advertising is the increased appreciation and use of business papers in the dry goods field, by leaders in advertising thought.

By careful study and critical analysis these men have reached an agreement that the dry goods retailer presents an entirely different problem from the retailers in any other field, and they are now building their advertising approach so that it conforms to his trade practices.

In the conviction that a presentation of the facts on which advertising agents operating on this basis have predicated their plans, will be of interest and value, the Economist Group begins a series of articles under the title, "The Place of the Business Paper in the National Campaign."

No "plan" man with 1923 plans in the works, should fail to study what we have tried to make an impartial presentation of a "Condition."

THE PLACE OF THE BUSINESS PAPER

No. 1. The Dry Goods Merchant As Study Revealed Him

The best picture is an advertising agent's own words.

"We have accepted the fact that the dry goods retailer is unique in his independence of operation because an analysis of work over a period of years shows that plans built on experiences in drugs and groceries have fallen flat in the dry goods field.

"The advertised toilet article finds ready acceptance by druggists, and advertised packaged food products go on grocers' shelves in a jiffy. The dry goods merchant remains indifferent to the 'it's advertised' appeal."

In these two paragraphs is found the basis for our statement that—

The place of the business paper in the national campaign is the place of the retailer in the sale of the product advertised.

When, as in the case of dry goods and allied lines, the retailer offers real buying resistance and operates with an independence born of a conscious or unconscious sense of power, so far as his community is concerned, then the advertiser has to give more reasons than "it's advertised,"

IN THE NATIONAL CAMPAIGN

and he has to utilize the influences which are part of that retailer's daily trade practice.

The dry goods merchant never has and never will be dependent on advertising by the manufacturer for the reason that he himself is a far larger buyer of "local" advertising than any manufacturer can hope to be over a long period.

He Is Independent Because He Is Trained to Fight Aggressively for Business

The retail dry goods business of this country is the most highly competitive business in existence. On the corner of Fourth and Main Streets is John Jones & Co.; across the street is another good store, and down the street is another one.

Each with every possible care selects that assortment of merchandise which he believes will best serve the personality and the purse of the class of trade which he is striving to secure and to hold. Thousands of salesmen bring the world's products to his store; yet he goes to market in search of those items that he might not otherwise see. Each watches the other's actual sales, his displays, his local advertising, and each realizes that his success is predicated on just one thing—the relative and tangible value of the merchandise which he sells.

THE BUSINESS PAPER IN THE NATIONAL CAMPAIGN

If any of these men fails to satisfactorily serve his community along the lines of the policy he has laid out for his store, or if he lays down a wrong policy, his business goes to pieces and either is taken over by a new organization or is absorbed by those who have excelled this particular merchant in giving the public satisfaction.

The real service, therefore, of the retail merchant is not that of distribution. His greatest work and his greatest service is that of selection. It is in selecting that he makes his success or failure. The tremendous local sales power which he can exert through advertising, display and salesmanship can extend his business only if his selection of merchandise is right; but it cannot save him from ruin if it is not.

Wise in his generation is the manufacturer who bears this selective function in mind when forming his advertising program and endeavors to so influence the merchant that selection shall center in his product.

What are you planning for 1923?

The Economist Group

40,000 paid circulation in 10,646 towns, blanketing 35,000 retail stores, which do over 75% of the total business in the United States on dry goods and allied lines.

"What Shall We Invest in Advertising?"

Some Popular Misconceptions Concerning the Solution of This Problem

WEST PENN POWER COMPANY
PITTSBURGH

Editor of PRINTERS' INK:

Can you refer us to any figures showing the amount of the advertising appropriations of electric light and electric railway companies in the United States? We are trying to work out an advertising policy here and would like to get these figures to serve as an index to what other public utilities are expending.

WEST PENN POWER COMPANY,
W. M. BOSTWICK.

AMONG the 300 to 400 requests for information received by PRINTERS' INK each week, we inevitably find several which ask for advertising appropriation figures. The statistics are called for in different forms. Some inquirers request money figures of individual organizations. This is what the West Penn Power Co. desires. Others inquire concerning the percentage of total sales devoted to advertising. For instance, a letter from C. W. Byrne, secretary-treasurer of the Porter-Eastman-Byrne Co., Chicago advertising agents, asks: "Have you in your files figures showing the percentage of total sales spent by flour millers in advertising?" Or an inquirer wants to know what an entire industry is investing in advertising.

There are two good reasons why we do not attach much importance to such statistics. The first is that appropriation figures are seldom true indicators of what a company has really invested. The second is that rarely may one organization use the appropriation figures of another as a guide to what it should set aside.

This is putting it tersely. Let us elaborate.

A letter from the D'Arcy Advertising Company of St. Louis asks: "Although there are doubtless *hundreds of ways* of handling this subject, what is the practice among the country's outstanding advertisers as to items of expense which are ordinarily considered as

'legitimate charges' against their advertising?" The italics are ours. It is absolutely true that there are "hundreds of ways" of deciding what should and should not be charged to advertising. That is why appropriation figures are so undependable. We are not prepared, at present, to say just what items various manufacturers consider legitimate advertising expenses. However, we propose to obtain this information in the near future. A questionnaire has gone out and when the returns are in a report will appear in these columns.

In the meantime, it will not be rash to predict that curious ideas will be discovered. Advertising is not yet, and probably never will be, placed on such a scientific plane that rule-of-thumb practices will become uncommon. And the advertising appropriation has long been a popular debating ground.

EXPENSES UNDERTAKEN IN THE NAME OF ADVERTISING

While we are not in the habit of prophesying it is quite safe to say that many manufacturers will confess to such items as money for charitable purposes, entertaining customers, salesmen's conventions, employees' magazines, samples, labels, cartons, demonstrations, etc. Consequently, the advertiser who claims he is investing \$100,000 or two per cent of sales annually in advertising may be doing nothing of the sort. Twenty per cent of that, more or less, is probably being employed for purposes which are not advertising at all. We know one concern that charges up the rent on its Fifth Avenue showroom to its advertising account!

When this is understood it is easily seen that appropriation figures are to be taken with more than the customary grain of salt. A shaker full would be safer. Consciously, or without deliberate

intention to deceive, the advertising account is generally padded shamefully. How then can one base his own appropriation on the figures of those in similar or allied lines?

As for reason number two, it is splendidly explained in the following letter from George F. Oxley, of the National Electric Light Association, to whom we wrote in connection with the inquiry from the West Penn Power Company:

"It is rather difficult to pick out what you term 'typical organizations' in the electric light and power industry. While there are a number of companies which are 'typical' in the sense that they have approximately the same capitalization and serve approximately the same amount of population, local conditions are quite different in each case and, therefore, naturally have an effect upon every phase of the business and business methods, including advertising and sales efforts. Taking the cases of the three big companies in New York and Brooklyn—the New York Edison Company, the United Electric Light and Power Company and the Brooklyn Edison Company—it may readily be seen that the United and the New York Edison are spending more money for advertising than is the Brooklyn Edison, for the reason that the Brooklyn Edison is finding it difficult to meet the demand for extension of service because of the rapidity with which houses in Brooklyn are being built or rebuilt and are being wired for the use of electricity, instead of depending entirely upon gas for heating and lighting, whereas both the United and New York Edison have a surplus capacity for which they are endeavoring to build up a load.

"In the West various companies are making individual campaigns for particular classes of business, such as for irrigation purposes, or mining, or in several instances, industrial developments.

"In one large Middle Western State is located the largest single operating company in the United

States, and, therefore, in the world. This company has a tremendous territory which is not more than one-fifth developed, and it therefore is doing the largest amount of advertising, both because of the possibilities of the business, and also, while regulated by a State Commission, it is permitted to earn sufficient money to enable it to attract capital for the necessary increase in capacity of generating plants and the necessary extension of transmission and distribution lines. This company is spending slightly more than 2 per cent of its gross revenue for advertising purposes, including so-called 'good-will' advertising, financial advertising, having for its purpose the sale of stocks and bonds to customers and to the general public, the extension of its service to individual homes, and merchandising of appliances and motors for industrial, commercial and home life. Five other companies which I have in mind are spending approximately $1\frac{1}{2}$ per cent, while a half dozen others are spending between half of 1 per cent and three-quarters of 1 per cent.

"There are, however, a large number of companies, probably between 50 and 60 per cent of all the companies in the country, which either are doing no advertising, or are continuing the old-style plan of inserting merely a card of one or two, or perhaps four or five column inches daily, or weekly, as the case may be, telling no particular story, but merely announcing the fact that the company is operating. The appropriations of these companies naturally are almost negligible, and bring down the general average. Other companies are spending anywhere from one-tenth to two-fifths of 1 per cent of their gross."

ELECTRIC RAILWAY ASSOCIATION'S EXPERIENCE

There is little to be added to Mr. Oxley's letter. Since the West Penn Power Company also refers to the advertising of electric railway companies, however, it will not be out of place to lis-

Pictures of Distant Events On Day of Occurrence

*Another Example of Why
The News Leads in Detroit*



A FOOT BALL game in which all Michigan is interested, taking place late on Saturday afternoon in Columbus, Ohio, was illustrated in the Sunday Edition of The News, published a few hours later, by actual photographs of the events as they occurred in Ohio State University's new stadium. The photographs were developed on board an airplane flying from Columbus to Detroit and dropped by parachute to enable The News to use the prints.

It is this kind of enterprise in securing for its readers the most accurate news **FIRST**; in publishing the livest newspaper that has obtained for The News its great circulation both daily and Sunday and which gives it the most thorough coverage of a field possible to obtain by any one newspaper in the United States.

The Detroit News

Two and a Half Times Nearest Competing City
Week-Day Circulation.

Greatest Sunday Circulation in Michigan.

"Always in the Lead"

ten to what Labert St. Clair, director of the advertising section of the American Electric Railway Association has to say: "It is extremely difficult," writes Mr. St. Clair, "to separate electric railway appropriations from those of other utilities because of the fact that so many companies own the electric light plants and electric railways in the same cities.

"The electric railway appropriation also is somewhat lower than that of other utilities because of the fact that many of them divide their appropriations between newspaper space and window hangers and leaflets for their cars. As you know, the car furnishes a very good medium and hence the newspaper space that they use is somewhat less than that used by other utilities which do not have such channels as car space.

"We have had an advertising department only two years here, but in that time we have raised the number of companies that are using advertising appreciably. We urge the use of all kinds of mediums insisting that while it is possible to run campaigns through nothing but company channels, it is advisable also to use as large an amount of newspaper space as possible."

Right here readers would be entirely in order were they to ask: "Well, how is the appropriation to be determined?" This question *can* be answered. What is more it *has* been answered. The solution is given in the appended list of PRINTERS' INK articles.

Special attention should be called to the two references appearing under the title: "Eleven Ways to Build the Advertising Appropriation." They discuss every approved method of determining the appropriation. At least one of the eleven methods is applicable to any business. The articles will be found in the issues of December 9 and 16, 1920. We suggest to those who intend digging into the subject that they begin with these two articles. They will prove an excellent starting point.—[Ed. PRINTERS' INK.

Is There Such a Thing as a Territory with No Advertising Mediums? (What is an Adequate Advertising Appropriation?); May 18, 1922; page 61.

The Difference Between Advertising Expense and Selling Expense; April 6, 1922; page 44.

The Waste Line in Advertising (When the Advertising Appropriation is not large enough to get volume, it approaches the waste line); February 16, 1922; page 164.

When Economy in Advertising Is Expensive; February 9, 1922; page 171.

Seizing Stray Advertising Chances (The Elastic Appropriation); July 28, 1921; page 130.

Keep Your Advertising Appropriation Flexible; June 2, 1921; page 10.

The Vital Thing to Know about Advertising Appropriations (Not "How Much" but "How" and "Why"); April 14, 1921; page 41.

Percentage vs. Faith in the Future (How the Advertising Appropriation Should Be Determined); January 13, 1921; page 182.

Eleven Ways to Build the Advertising Appropriation; December 9, 1920; page 3.

Eleven Ways to Build the Advertising Appropriation, No. 2; December 16, 1920; page 41.

The Small Appropriation; August 5, 1920; page 180.

A Reserve Advertising Fund for Times of Depression; July 22, 1920; page 145.

Why Small Appropriations Often Fail; July 15, 1920; page 57.

How Tea Association Plans to Raise Funds; March 25, 1920; page 28.

Raising the Funds for the Association Campaign; March 25, 1920; page 117.

The Larger a Business Grows the More It Must Advertise; March 4, 1920; page 129.

How Large Should the Appropriation Be?; November 20, 1919; page 130.

Revolvable Fund for the Advertising Appropriation; March 20, 1919; page 152.

Don't Limit the Appropriation; January 30, 1919; page 132.

The Wastefulness of an Inadequate Appropriation; June 27, 1918; page 97.

The Sugar Corporation's Reserve for Advertising; April 3, 1917; page 132.

The "Average Appropriation" Fallacy; March 15, 1917; page 136.

Formulas for Fixing the Advertising Appropriations; October 19, 1916; page 3.

Some Suggestions on Handling the Advertising Appropriation; June 22, 1916; page 54.

How Is the Advertising Appropriation Determined?; March 2, 1916; page 98.

Bank Conducts Campaign to Advertise Utica

In a series of newspaper advertisements dedicated to the progress of the city, the Utica City National Bank is advertising the advantages of Utica as a home, market, and manufacturing centre.

One advertisement, headed "Utica, a City of Business Opportunity," tells of the availability of factory sites, plentiful labor supply, transportation and financing facilities, and of the rich market contiguous to Utica.



The Story the Merchants Can Tell

THE merchants of Boston can tell the prospective advertiser in the Boston market an interesting story of the success and failure of many campaigns. They can tell the importance of using the right newspapers, for they have seen many campaigns fail, wholly or in part, because both groups of Boston's population were not reached.

These merchants will tell you that experience has established their confidence in the Boston Herald-Traveler. They have observed that advertising in the Herald-Traveler produces a prompt and sustained demand from a certain part of their trade that no other paper reaches.

A short time ago one of the largest merchants in Boston discovered for himself the reason for this response from Herald-Traveler advertising. He sent a letter to 20,000 of his charge customers asking what

papers they read. Out of each hundred replies 49 indicated the Herald-Traveler. These people indicating the Herald-Traveler were representative of that part of Boston's population which forms the most desirable market of Boston.

The result of this investigation demonstrated in a practical manner why the Herald-Traveler carries more national advertising every week-day than any other Boston paper. And any advertiser who does not use the Herald-Traveler fails to reach this most important group.

The newspaper situation in Boston is without parallel in any other city. Boston newspapers should not be selected on the basis of circulation figures alone. Conditions in Boston must be understood for the advertiser to plan intelligently his campaign. The Herald-Traveler will gladly send on request, "The Road to Boston," which explains the newspaper situation of Boston.

THE BOSTON HERALD-TRAVELER

COOPERATION

THE J. B. WILLIAMS COMPANY

NEW YORK
BOSTON
CHICAGO
PHILADELPHIA
ST. LOUIS
SAN FRANCISCO
PACIFIC COAST

ESTABLISHED 1840
SHAVING & TOILET SOAPS
& TOILET ARTICLES
GLASTONBURY, CONN. U. S. A.

MADE IN U. S. A.
REGISTERED TRADE MARK
J. B. WILLIAMS & CO.
MADE IN U. S. A.

Sept. 21, 1922.

Gilman, Nicoll & Rutman,
342 Madison Ave., New York City,

Gentlemen:

Our advertising campaign on Shaving Cream in your five Connecticut papers is about to conclude, and we wish to express to you our satisfaction with the results that we have so far obtained.

We are glad particularly to emphasize our appreciation of the cooperation in respect to dealer work that we received from the service departments of all your newspapers. We had been assured that such support would be forthcoming, and it has been of great assistance. We think very highly of it.

Yours very truly,

THE J. B. WILLIAMS COMPANY

J. H. Scranton

JHB:ACS

*An Actual Reproduction
of Mr. Scranton's Letter*



And—

Trade reports indicate that Williams is now the *best* selling Shaving Cream in Connecticut.

Many other advertisers are right now conducting profitable initial campaigns in the Connecticut Five-Star Combination.

HARTFORD COURANT NEW HAVEN JOURNAL-COURIER
 WATERBURY REPUBLICAN AND AMERICAN
 NEW LONDON DAY MERIDEN RECORD



GILMAN, NICOLL & RUTHMAN, National Representatives
 Canadian Pacific Bldg. Tremont Bldg. Tribune Bldg. Monadnock Bldg.
 New York Boston Chicago San Francisco

WICHITA FALLS, TEXAS

An Important Distributing Center

47 of the most prosperous counties in Northwest Texas and Southwestern Oklahoma can be served more advantageously and economically from Wichita Falls than from any other center.

Wichita Falls has all the advantages of what is known as the Texas "Common Point" freight rate and an additional great advantage over every other distributing center in its territory in lower local freight rates.

Traveling men cover this territory more quickly and economically from Wichita Falls. Freight rates are lower from Wichita Falls and orders can be received and shipments made more promptly.

In Wichita County alone the 1920 census showed 72,911. Every community in this county is connected with Wichita Falls as the center with paved highways, high tension electric lines, half-hourly motor service and other conveniences which make this population as one community.

The above are some of the "all meat" reasons why Wichita Falls is classed with centers like Houston and Dallas in all Texas campaigns.

Wichita Daily Times

A. B. C. Member

Evening and Sunday Morning

Wichita Falls, Texas

E. Katz Special Advertising Agency
New York Chicago Atlanta Kansas City San Francisco

Reason-why Copy and the Dear Old General Public

Lessons That May Be Learned from Studying the Class of Store Where Your Goods Are Not Selling

By A. H. Fairbanks

"**H**OW many direct accounts do you have in Chicago?" asked the company's new advertising agent.

He had shown a tendency to snoop around in dark corners looking for trouble, which he usually found.

Here was a concern, he reasoned, whose product had been accepted by the public twenty years ago. It was in daily use among the best families in America. But that was just the trouble—there are more good, and many more worse and worst than there are *best* families. The product had really been put over in the heyday of reason-why copy and at a time when advertising competition was not what it is today. The appeal had been to the intelligent classes. There are plenty of good *reasons* why people should prefer this product over all others, but several competitors had passed it.

"But," said the concern in question, "we wouldn't advertise the way those people do. It isn't so much what they *say* as what they *infer*. They apparently promise the world, but don't actually promise anything. We make an honest product and stand back of every claim we make. Our advertising is one hundred per cent truth; no sophistries. Let the other fellow tell the half-truths."

But, to get back to Chicago, a reply was made to the agent's question.

"That hardly seems like enough direct accounts," he said.

"Why, we sell every jobber, every department store in the Loop and every chain whose credit is O. K.," said the treasurer.

"How about Wiebolt? Sell much to him?"

"Wiebolt? Who's Wiebolt?"

"Wiebolt could sell your product by the bushel basket. Matter

of fact, that's about what he *would* do if you could interest him. He might literally pile your cartons in a bushel basket on a counter, stick a big sign announcing the price in about 1,000-point red letters—and I want to tell you it would *move*. According to Dun's his credit is the best. He has two big stores. Of course they're both miles from the Loop. How about Iverson? Ever sell him? He's rated \$300,000 to \$500,000."

"Never heard of him either."

"Do you sell L. Klein, or Klein Brothers?"

"No. If they buy our stuff, they get it through the jobber."

"Well, Klein Bros. are comparatively small, \$50,000 to \$75,000, but Dun's and Bradstreet consider L. Klein a credit risk of the first water. His store is very large. It compares in size favorably with the stores in the Loop. Both of these stores sell tons of popular, advertised merchandise."

"But I haven't named the half of them," he continued. "They're all over the city, south, west and all the way out to Evanston. The thing that worries me is this: those merchants are live wires. They have to be. Their customers buy close. If your advertising is getting across, you wouldn't have to go near them. They'd come to *you* and buy the jobbers' quantity."

PRINCIPAL THING IS THIS: THESE STORES SELL

"But will their customers buy our merchandise?" the president piped up.

"If the advertising is down to earth they will. I bet they're buying competing products. Of course these stores are full of crying babies and kids eating bananas. Unless you like garlic, you need a gas mask. But as I see it, the whole key to your situation lies in the

attitude of this kind of trade, in Chicago and elsewhere.

"For instance, if I wanted to know what the people of Boston thought of my product I would not be satisfied with interviewing the buyers of the downtown stores, but I'd like to find out how my goods were moving at Timothy Smith's and Dutton's in Roxbury, Murphy Brothers in South Boston, the Harvard Bazaar in Cambridge, or Joslin's in Malden, all well-rated and very popular stores.

"Almost every big city has these quite large, well-rated department stores that sell a powerful amount of goods, but are overlooked or unknown. How many sales managers worry about the Jones Dry Goods Company on East Ohio Street in Pittsburgh, or Mannsmann's, or McFarland's, or Charles C. Ochs, all in Pittsburgh's east end? And then there's Lorch Brothers on the south side, with a rating of \$200,000 to \$300,000.

"There are two well-rated outlying department stores in Detroit, four in St. Louis, twelve in Philadelphia, eight in Baltimore, and so forth.

"A year ago I made a trip of investigation with a customer of mine," he continued, "and learned a few things about finding out the real attitude of the general public. We had stopped off at Buffalo, Cleveland and Detroit and had finished making the rounds of the Loop. By that time we were congratulating each other on the success of our trip and more especially on the effectiveness of our advertising and merchandising. It wasn't a sensational article, but every store said it was a good seller, there was a steady demand. No wild enthusiasm was shown, but we didn't expect it.

"The only thing that secretly worried me was that we didn't seem to have any enemies. I've never seen a live seller that didn't have its share of haters. A little hate now and then is a sign the company is everlastingly on the job making the goods move.

"We were having lunch in the Morrison Hotel with a young sales manager who is making a name for himself.

"You fellows are kidding yourselves," he said. "If I ever saw advertising that is shooting a mile over the heads of 75 per cent of its market, it's yours. The only real change you've made in ten years is in the typography. It was all right ten or fifteen years ago. In those days advertising writers assumed that the public had the reasoning powers of Henry James or Darwin. They *sure did* appeal to the higher intelligence. Their reason-why copy must have deeply stirred the college professors, but I don't believe it made much of a hit with the common people.

"You think you are sitting pretty because these stores here in the Loop are doing fairly well with your line. I'll tell you my hunch. I've got a sneaking suspicion you're traveling on your momentum and there isn't much zip behind your present efforts. If you want to find out what the people are thinking, go out into the big department stores around the stockyards and in the Polish sections. And stop in a few small stores near each of the big ones."

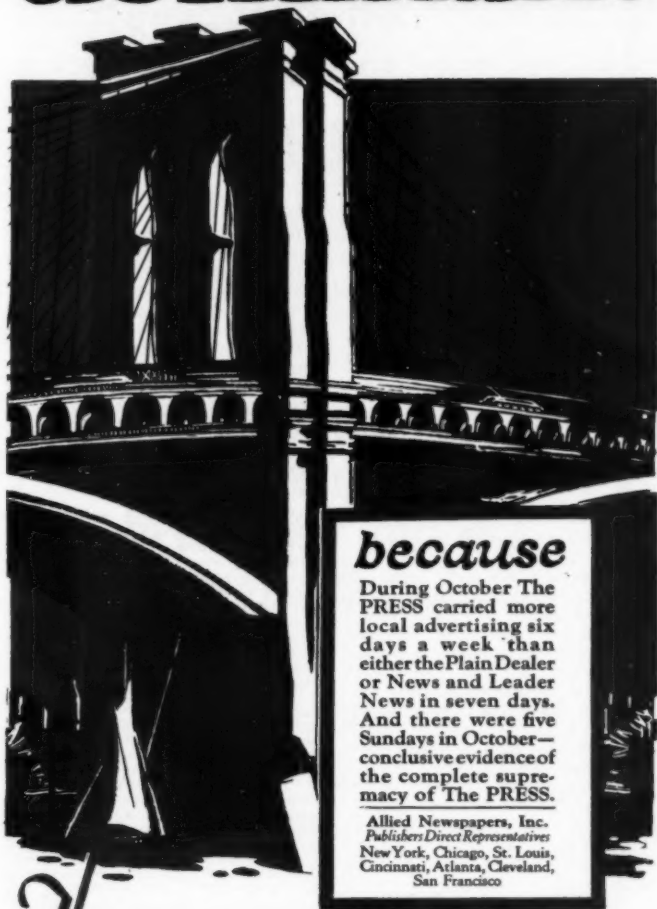
"We decided it wouldn't do any harm to take a shot at it. The stores were a revelation to me, both as to size and the quality of the merchandise. Also, a few of my previous notions received the knockout wallop and went down for the full count.

ADVERTISING SOARED IN THE SKIES

"The very first buyer we saw told us that it was too bad we had stopped advertising, because our competitor was advertising vigorously and putting it all over us in sales. As a matter of fact, we had spent \$30,000 more that year than ever before—but the buyer thought we had stopped. *His people weren't calling for our product.* He bought our product one dozen at a time from a jobber, but he bought the competing product direct in two-gross lots and got the jobber's deal.

"At the next stop we were talking to the buyer when a salesgirl rushed up to him and in the course of a few sentences made what we considered an absolutely unladylike remark. When she had gone

dominant



because

During October The PRESS carried more local advertising six days a week than either the Plain Dealer or News and Leader News in seven days. And there were five Sundays in October—conclusive evidence of the complete supremacy of The PRESS.

Allied Newspapers, Inc.
Publishers Direct Representatives
New York, Chicago, St. Louis,
Cincinnati, Atlanta, Cleveland,
San Francisco

The Member of Scripps McRae League of Newspapers.
CLEVELAND PRESS
CLEVELAND'S GREATEST NEWSPAPER

the buyer said: 'I'm glad she said that. It doesn't mean a thing to her. It's just her ordinary, everyday language. It's parlor talk among her friends. You people, raised in the atmosphere of your class, wouldn't believe that a nice girl would make such a remark unless you had heard it. I assure you she is a nice girl and she is typical of these hundreds of thousands around here. The point I am making is this: you can't imagine that your advertising gets across with a girl like that, can you?'

"No. We couldn't imagine it—but we wished we could when we looked around and saw the crowd in the store. They were there to buy."

"But will they buy high-class merchandise like mine?" the client asked.

"Let's see," said the buyer, 'Let's try the perfume counter,' and speaking to a salesgirl he said: 'What's your best selling perfume?' 'Coty's L'Origan,' she said. 'And how about soaps?' he asked. 'Next to Palmolive, Woodbury's is the best seller.' Over where they sold the ladies' 'undies' we found Vanity Fair silk underwear, and by that time we didn't need any more convincing.

"These two calls were typical of what we found. We returned to the hotel sadder but wiser, and I want to say right now that the advertising did a right-about-face and today all our competitors know they're in a horse race."

"After that trip, when we wrote copy we began to drop a few hackneyed phrases that had been cherished like heirloom furniture. 'For sixty-five years the standard of excellence' did the disappearing act. Likewise, 'Our reputation stands back of each bar' and a few more of the same breed came to a timely end."

"We built on this principle—we want to make our appeal as universal as possible; therefore, let's find the things that have a universal appeal. Everybody loves and hates and wants food and shelter and clothing, and to be well thought of; and there are certain

other motives and desires which seem to be a common possession of people generally. Therefore, if our copy promises the satisfaction of one or more of these universal human desires, it will tend toward ringing the bell with people in all walks and stations of life.

"It is too soon to do much more than predict as to the results, but indications are very gratifying. The first nine months of this year have been bigger than any other twelve months in the history of this client."

"Now, here's the point of all this: I'm going to make a sporting proposition. I want one of the officers of this company to get on a train with me next Sunday night for a similar trip. We'll dig around in the trade and bring to light all your family skeletons and have a look at them. At the end of that trip you can tell me whether you are reaching *hoi polloi*, whether you can reach them, or whether we are to continue to hand out the college professor logic. Are you on?"

"I'm on," said the president."

Marquette Copy Exposes Cold Weather Fallacy

To the rigor of winter in the North Central States its due. But to the cold weather fallacy which obstructs business its quietus. The Marquette Cement Manufacturing Company, Chicago, in recent newspaper advertising points out the expense and waste of allowing concrete construction work to be stopped by the tradition of winter weather. For evidence it illustrates the copy with pictures of prominent buildings in Illinois, Wisconsin and Iowa which have been successfully completed during the last three winters. "Remember when, at the first flurry of snow, folks used to put up their cars for the winter? Seems foolish now, doesn't it?" says the copy.

"At one time it was thought that construction work, particularly with concrete, must hibernate from November to March. That fallacy, also, has been exploded. Now experienced builders, by observing a few simple precautions, are successfully carrying on construction work even in zero weather."

"In doing so they not only benefit by a more plentiful supply of labor and better transportation facilities, but their buildings are ready for occupancy many months earlier. The loss of revenue on building capital and 'freezing of credit' due to construction slumps in cold weather is uneconomical, unnecessary and unwise. Don't wait for spring. Build now!"

104,716 *

**Average Daily
Circulation of**

THE ST. LOUIS STAR

86%

**concentrated where
it does the most good
in the city and 40
mile trade radius.**

**don't say "Paper"
- say "STAR"**

Trade Mark Registered

*Publisher's statement to A. B. C. for
the six months ending Sept. 30, 1922.

National Advertising Representatives

STORY, BROOKS & FINLEY

New York Chicago Philadelphia Los Angeles San Francisco



A Textile Success

SEVEN years ago there was no branded nor nationally-advertised Turkish Towel. Today the woman who seeks the Martex Turkish Towel will find it in practically every great department store in the United States as well as in dry goods stores in smaller towns.

The J. H. Cross Company has served this advertiser ever since he adopted national advertising. The account today is among the first five textile advertisers in the country. Its story is one of the most convincing stories of success in the difficult textile field. You are invited to write for details of this and other advertising for which we accept full responsibility. Also for the following book-lets:

"How to Judge an Advertising Agency"

*"Points on Merchandising Advertised Products
Through Department Stores"*

*"Merchandising Advertised Products
Through Drug Stores"*

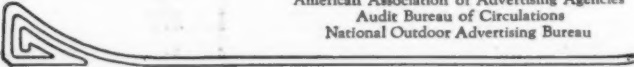
J·H·CROSS^{CO.}

General Advertising Agents

Cross Building, 15th and Locust Sts., Philadelphia

Members:

American Association of Advertising Agencies
Audit Bureau of Circulations
National Outdoor Advertising Bureau





They Do Wear Longer

TOWELS of unknown manufacture may not wear well. The presence of the famous *Marlex* label on a Turkish Towel, Bath Mat or Wash Cloth is positive assurance to you of good value, long wear, beauty and the highest absorptive qualities. Ask your favorite department store for *Marlex*—standard of the world in Turkish Towels.

The Marlex "Dimple" (Pile) Towel shows both men and women. Pile on one side, soft on the other.

W. H. & A. E. MARGERISON & CO., Philadelphia

Marlex
TURKISH REG. U.S. PAT. OFF. TOWELS

Why Marlex Towels Do Wear Longer

Magnified under microscope of Marlex Towel. A firm, close-knit fabric that wears well and costs less in the long run. Compare with circle at right.

Why Marlex Towels Do Wear Longer

Equally magnified under microscope of a "cheap" Turkish towel. Note the loose, coarse, weak weave. Wears out fast. Compare this with circle at left.

The full-page advertisement reproduced on this page appears in the March (1922) issue of *The Ladies' Home Journal* and is one of a series which the J. H. Cross Company originated for W. H. & A. E. Margerison & Co.

$6\frac{3}{4} \times 9\frac{3}{4}$

Here is a capital size for a cook book or other large edition work of similar nature. We have rotary presses each of which will print *and fold* 20,000 sixteen-page signatures an hour. Excellent halftone work on super paper can be performed on these presses.

Before placing a contract for large edition printing, it might be well to consult

Charles Francis Press

Printing Crafts Building • Telephone Longacre 2320

461 Eighth Avenue, New York City

Letters That Sell Dealer Helps to Foreign Dealers

International General Electric Company Directs a Campaign upon
Jobbers and Wins Wide Support for Its Dealer Advertising Material

By S. C. Lambert

THE majority of dealers in the other countries of the world are like American dealers in that they will use dealer helps to good advantage if they are first sold on the method of advertising, and then convinced that the materials offered will produce the results promised. For many years we have heard that our manufacturers were not getting their share of foreign business because they would not make and pack their goods in a manner favored by the various countries. And the same failure to meet the needs and preferences of the dealer is undoubtedly the reason for the difficulty of distributing American dealer material abroad, although the interest of the foreign dealer in our advertising methods is marked.

Realization of these facts has prompted the International General Electric Company, Schenectady, N. Y., in formulating plans which are unusually successful in distributing dealer helps throughout the world. This company first determines the kinds of material that will be most popular with the dealers of various countries, and then encourages its representatives and agents to solicit dealers and educate them in the use of the material.

Practically all of this work is done by letters. The publicity department of the company solicits only the jobbers and representatives direct; but furnishes them with circular letters which they translate into the various languages of their territories and send to their dealer accounts.

Letters to determine the kinds of material wanted are sent to about 500 wholesalers in thirty-six foreign countries. These letters do not economize space at the expense of thoroughly covering the subject. One that influenced

present production was mailed a year ago last April and contained four pages. Its text, in part, follows:

In every form of merchandising, there comes a time when stock-taking is necessary. The good merchant looks over his assortment, replenishes his wares, lays out a new programme, draws a deep breath, and forges ahead.

So far so good. But just here many a man makes a mistake. He fails to take advantage of the assistance that can be rendered by a corps of advertising experts. He simply sells—he does not merchandise.

This, then, is the function of our Publicity Department: To co-operate with you. To supply you with portfolios of effective merchandising material. To help you plan your shop interiors. To lay out campaigns. To furnish booklets, window-trims, display models, hoardings, novelties and a host of other dealer helps. To furnish practical suggestions and original ideas for you to work out and produce locally. Our facilities for designing and creating publicity campaigns are unique and extensive.

But we cannot serve you as we want to unless we know your local conditions, your hopes and your ideas. We must give you what you need, instead of what we think you need. And to do this we want local color. We must have contact with the consumer. Hence this letter.

First, we urge that you carefully advise us whenever one of your representatives is to be in this country, and that you also advise him to get in touch with us. Here, of course, is a fertile source of inestimable value to us both.

Secondly, we ask you to furnish us, at your earliest convenience, a report of advertising and merchandising conditions in your territory at this time. The value to both of us of such an analysis will be evident to you. Write it in your own words and at whatever length you deem best. As a guide to what we want covered, we list a few headings upon which we suggest that you elaborate as you may see fit.

On the rest of the pages the letter discusses the material under the headings, House-organ, Novelties, Blotters, Portfolios, Moving Picture Films, News Service, Lantern Slides, Lectures, Window Displays, Window Transparencies, Street Car Cards or Omnibus

Posters, Painted Sign Boards and Hoarding, Electrotypes for Newspapers, Export Trade Journals, Folders, Booklets, Bulletins, Pamphlets, Dealers, Competitors' Advertising, Distribution of Material, Mailing Lists, Good-will of Public, Imprints and Duties.

On all of these subjects the letter asks questions. And it concludes by stating, "The above items are by way of suggestion, and we trust you will include others that you feel will assist us to a better understanding of your requirements."

Unusual interest was aroused. "This letter brought excellent reports from all the thirty-six countries to which it was sent," G. G. Hunter, publicity manager of the company, recently stated. "In many cases the jobbers went even farther than we anticipated, showing an unusually intelligent interest and a desire for help. The results, when tabulated, gave us an accurate survey of world publicity conditions in our industry on which to base our 1922 campaign."

This letter not only obtained the information required, but it also stimulated the general interest in the subject of dealer helps, for the letter which followed it two weeks later brought exceptional direct returns. This second letter was really a memorandum blank, typewritten, which was introduced by these paragraphs:

"To guide us in ordering new publicity material, will you please return this questionnaire to us after filling in the various quantities you are likely to use in your territory. It is understood that this is not an order, simply an indication for our records.

"However, to save time and correspondence, we strongly urge that you send us your standing order with imprint instructions for certain definite quantities as issued, which we will be glad to place on file and use our best judgment in filling. Specify English, Spanish or Portuguese."

The lower half of the sheet listed window trims, blotters, bulletins, booklets and six other helps for lamps and other merchandise, and presented convenient spaces

for stating the quantities wanted. It ended with the question, "Approximately how many dealers do you distribute through?" And the answers were expected to guide the company in the extension of its circularizing to the dealers.

"The results of this letter," said Mr. Hunter, "were similar to those produced by the first, and were exceedingly helpful to us. Out of the 500 letters sent to jobbers in thirty-six countries, 360 were returned filled out. Practically all who answered gave us the number of their dealers, and we then approached them on the necessity of their sending circular letters to their dealers in order to educate them in the uses of our dealer material."

The letters intended for circulation among dealers are written in English and copies are sent to each jobber with the request that they be translated and promptly mailed to all dealers in his territory. Orders from dealers are sent to jobbers, and they distribute the material just as they do the company's merchandise.

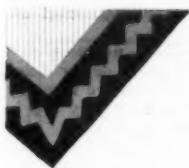
As a rule, each letter of the campaign introduces or deals with a single novelty or piece of material, and they cover practically all of the most popular items. One of the letters that is typical disposed of more than 10,000 of the item it dealt with in Latin America and the Far East. Its text follows:

Enclosed you will find a sample of our latest shop or window display for G. E. Edison Lamps. Put it together, insert a lighted lamp, and there will at once occur to you many effective ways of using this splendid means of publicity.

Picture your windows trimmed with these illuminated displays, perhaps arranged to flash alternately, or with a series of colored bulbs all leading up a pathway of light to the centre brilliance of your feature display. It is new, it is inexpensive, and it will command attention.

This little device should be used in quantity to produce the desired psychological effect on prospective customers. That is why we have made it inexpensive—so you can order in quantity and institute a week or two of intensive lamp advertising, in conjunction, perhaps, with some of our new window trims and poster displays.

Another feature of this little display is that once used its advertising values are not impaired. The design is such that, taken in mass formation, it stimu-



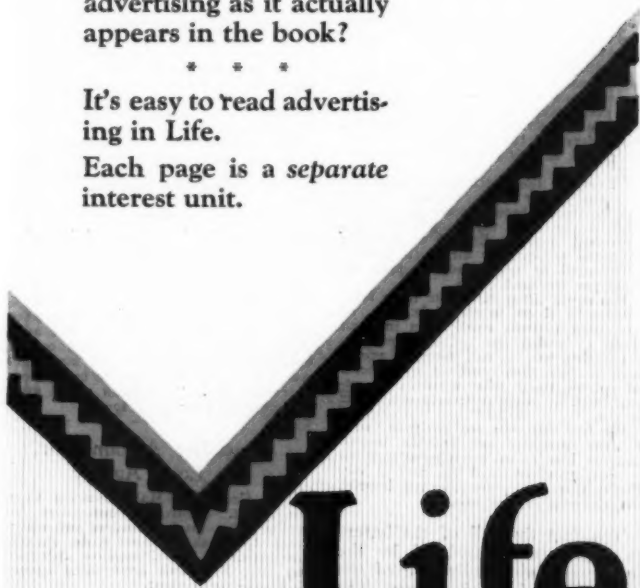
An Angle *frequently overlooked*

HOW effective is your
advertising as it actually
appears in the book?

* * *

It's easy to read advertis-
ing in Life.

Each page is a *separate*
interest unit.



Life

The Mass of Class Medium

lates buying without the customers knowing why. You can use it over and over again in trimming windows, decorating the shop, or in arranging counter displays.

To assist you further, we are going to show in the "Digest" a page of suggested window trims. Watch for it. And, meanwhile, please let us know how many you will use, and shipment will go forward immediately. We suggest at least thirty-five for each shop.

Another letter of the series sold many thousands of a novelty that is well known in this country. This letter indicates that copy which will sell in America will also sell, when properly translated, in almost any other country. Mr. Hunter states that the charge mentioned in the text was made to avoid waste, and that a very cordial response followed this appeal:

We have been cudgeling our brains to find a novelty to furnish you that will back up your intensified sales effort, and at the same time be original, economical and of high advertising value.

We think we have found it in a little safety match book, samples of which are enclosed. Everyone uses matches, and every time they use one they will see your advertisement—can't help it. We understand that this form of advertising will be fairly new in your territory.

Of course, the match books furnished to your order will contain twenty matches each—these samples are merely to show you what the thing looks like. Furnished in either English or Spanish, imprinted as you may direct (in lots of a thousand or more) at the price of \$4.00 per thousand books.

You could either distribute these free, for use in shops, hotels, clubs, etc., or you could perhaps resell them in such places at landed cost. This latter plan has worked well in the States, as people have to buy their matches somewhere. Of course, many other methods of getting them in people's pockets will occur to you.

We feel that you are likely to order a large quantity, and frankly believe that the idea as an advertising medium is most excellent—and the cost is low. Please have your order give full imprint and shipping instructions.

The fact that all of the letters to dealers are translated by the jobber is undoubtedly one of the main reasons for their success. The jobber knows intimately all of the peculiar customs of the people in his territory, and it is practically impossible for any translator in the United States to have sufficient information to handle many letters without making occasional

mistakes that may counteract all good results.

Because of their newness and novelty abroad, good dealer helps are even more productive in many foreign countries than they are in this. However, they must conform to local customs and preferences in both their design and distribution. And the International General Electric Company has demonstrated that the subject can be handled successfully by mail, if the co-operation of the foreign jobber is won by a consistent and sincere attempt to furnish him with the kind of materials that will meet the peculiar demand of his territory.

Campaign against Miniature Christmas Cards

The Post Office Department is seeking the co-operation of manufacturers, dealers and the public to eliminate from the mails small-size Christmas cards and envelopes. It says that miniature size cards are responsible for incalculable delay during the holiday rush of postal business because their size make it impossible to run them through the cancelling machines.

The smallest size of Christmas greetings and cards which can be conveniently sent through the mail is fixed by the Post Office Department at 2¼ by 4 inches.

Vermont Is Told to Advertise Itself

In an address before the Vermont Hotel Men's Association, John Barrett, formerly director of the Pan-American Union, told the members of that association that advertising in and out of the State in newspapers and magazines was Vermont's great need to bring more patronage to its hotels and added prosperity to its farms and towns.

Gruendler Account for St. Louis Agency

The Gruendler Manufacturing Company, St. Louis, manufacturer of refrigerators, market fixtures and equipment for making home-made sausage has appointed the Chappelow Advertising Co., St. Louis advertising agency to handle its account.

E. B. Gillespie a Partner in Bertsch & Cooper

Edwin B. Gillespie has been admitted into partnership in the firm of Bertsch & Cooper, design, lettering and typography, Chicago.

One of our clients said to one of us the other day: "When I first read your advertising I thought it was clever, but lacked 'guts'. Since then I have found that you can stand more punishment than any crowd I ever had anything to do with." Only rising to the occasion of a client's necessities isn't "punishment." It's fun.



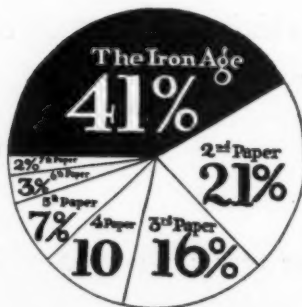
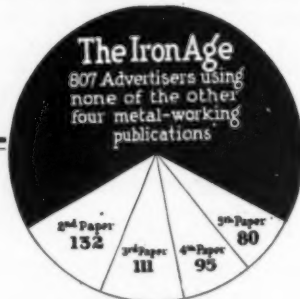
J. M. BUNDSCHO
Advertising Typographer

58 EAST WASHINGTON
CHICAGO

HERE TYPE CAN SERVE YOU

You Can't Argue with

Investigate volume of circulation, class of buying power of field, and so on ad infinitum of advertising naturally gravitates to that



A JOURNAL OF SUBSTANCE FOR

With the Law of Gravitation

circulation, influence and reader-interest, turn, but keep in mind the fact that volume publication which produces the best results.

WHEN a company advertises in only one publication, great care is exercised to select the strongest medium.

The chart shows the number of advertisers using but one of the first five publications serving the metal-working industries.

Of a total of 1225 "single medium" advertisers, 807 are in *The Iron Age*.

SEVENTY-TWO per cent of all companies advertising in the five most prominent business papers serving the metal-working and metal-producing industries are *Iron Age* advertisers. The next nearest publication has 26%.

Over 39% are in *The Iron Age* to the exclusion of the other four papers.

OF the total volume of advertising pages published during the first quarter of 1922, in all papers going to the general metal-working industries or iron and steel field, *The Iron Age* carried no less than 41%.

How is this advertiser preference, persisting from year to year, to be explained? Get the facts from headquarters at 239 West 39th Street, New York City. Address **THE IRON AGE**.

ANCE FOR SUBSTANTIAL MEN

Features that make Readers

Every Night!

Every night as homeward-bound New Orleans starts for its trolley and motor, the Night Edition of the States is on the streets with "First with the Latest."



Flashes! The outstanding news of the last few minutes of the day, delivered by the foremost news gathering agencies and produced with lightning-like speed on the first page of the States, under the head, "First with the Latest."

Scoops! Time after time the first details of an important "break" will reach the streets under "First with the Latest" a full edition ahead of the next paper to publish it.

New Orleans looks to the States for its last-minute, first-minute six o'clock news. And the States delivers, with "First with the Latest."

Is not the logical medium for the advertiser to use the newspaper that is preferred by his prospect?

Sunday Now Over 72,000

NEW ORLEANS STATES

Every Afternoon and Sunday Morning

Established 1875

ROBERT EWING, Publisher

Representatives: S. C. BECKWITH SPECIAL AGENCY, World Bldg., New York
JOHN M. BRANHAM COMPANY, Mollers Bldg., Chicago

✓
*Exclusive With
The States in
New Orleans*

The Banks Desert the "Cold and Formal"

Bank Copy Is Now Competing with General Merchandise Advertisements for Reader Attention

TAUBER ADVERTISING AGENCY, INC.
WASHINGTON, D. C.

Editor of *PRINTERS' INK*:

Could you furnish us with a list of articles and the issues in which they appeared on bank advertising?

We thank you for this in advance—for we know you will "run true to form" and give the exact information needed.

TAUBER ADVERTISING AGENCY, INC.,
G. G. TAUBER,
President.

BANK advertising is no longer something calculated to cause surprise or astonishment. Events move with such rapidity that that which was an oddity yesterday is today a commonplace. Nevertheless, one cannot fail to take particular notice of the ingenuity which is being exercised in designing bank copy that is filled with human interest and still does not offend the proprieties.

Up to a very few years ago most copy writers dreaded to tackle a bank advertisement. The choice of material was felt to be extremely limited. This was due, in measure, to the restrictions imposed by the bankers. Advertising was something rather new, and being cautious by nature, most bankers insisted that the advertising copy progress by easy stages to the point where it could compete with other advertisements for reader attention.

Now it is realized that bank copy can be made as arresting as that employed for phonographs, beans, men's clothes, and what not. It is also accepted that this may be accomplished without sacrificing banking dignity. As a result bank advertisements are, today, as a class, head and shoulders above the advertisements of their close relatives, the investment security organizations.

In fact, bank advertising has reached the point where even the bank statement is being made to assume a more human appearance. The Corn Exchange

Bank of New York, for example, has adopted a novel form which is being widely advertised. The words "debits" and "credits" do not appear. It is as clear as a baseball score is to the fan. A full-page advertisement in the metropolitan dailies which appeared as this is being written, removes the last shroud of mystery from around banking.

Bank windows are being made as attractive as the usual department-store display. The National City Bank of Chicago, just to mention one, is employing its windows to advertise its customers. Five windows are used for this purpose. The space is given without restriction. It is offered for a period of two weeks. A number of manufacturers in a single industry display their merchandise simultaneously. Enough requests for space have been received to insure that the displays will spread over at least a year.

Some remarkable results have been obtained through bank publicity. The following articles give a number of facts and figures in this connection. At the same time they explain the nature of the advertising which made possible these unusual records.—[Ed. *PRINTERS' INK*.

(*Printers' Ink Monthly*)

Bank Windows That Advertise Soap and Slicing Machines (*National City Bank of Chicago*); April, 1922; page 90.

Financial Statement Becomes an Advertising Asset (*Northwestern National Bank of Minneapolis*); February, 1922; page 48.

Visualizing the Place of Banking in History (*First National Bank of St. Louis*); December, 1921; page 31.

Advertising for the Owners of Orphan Dollars (Banks frequently have unclaimed deposits on their hands running into thousands of dollars); March, 1921; page 98.

(*PRINTERS' INK*)

Advertising for the Joint Stock Land Banks; September 14, 1922; page 120.
How a City Bank Was Trade-Marked

through Advertising (Bank of Detroit); September 7, 1922; page 125.

Favor Advertising for Land Bank Systems; August 31, 1922; page 118.

Bank Markets Products for Its Customers under Its Own Brand Name (Weldon National Bank, St. Albans, Vt.); June 22, 1922; page 17.

New Orleans Bank Gives New Twist to Thrift Copy; June 8, 1922; page 25.

California Bank Advertises Itself with Its State (Bank of Italy); June 1, 1922; page 74.

A Bank President Who Continues to Direct Bank's Advertising (Corn Exchange National Bank, Philadelphia); April 27, 1922; page 140.

Reaching the Man Who Reads as He Runs (Chemical National Bank); April 20, 1922; page 117.

Charley Teller Puts Personality into His Bank's Advertising (Security Trust Co., Indianapolis); March 9, 1922; page 130.

Advertising and Pocket Money (Banks should advertise for the surplus money in the pockets of the public); March 2, 1922; page 147.

Savings Banks Use Advertising Cooperatively (New Hampshire); March 2, 1922; page 92.

Adapting Commercial Advertising to the Bank's Needs; January 19, 1922; page 137.

Something Different in Bank Advertising; January 19, 1922; page 153.

Reaching the Small Depositor (National City Bank of New York); January 5, 1922; page 139.

Selling Copy in This Bank's Advertising (Mississippi Valley Trust Co.); December 22, 1921; page 53.

Getting 4,000 New Bank Depositors in One Day; October 27, 1921; page 121.

American Banker's Association Urged to Advertise; October 13, 1921; page 42.

Advertising Loans on Cotton (Fourth National Bank of Atlanta, Ga.); October 6, 1921; page 120.

Kansas City Bankers Advertise Cooperatively; September 22, 1921; page 25.

Bank of England Starts a House-Organ; June 2, 1921; page 95.

"A Friendly Bank" Ends Formality with Human-Interest Copy; May 3, 1921; page 41.

"Reason Why" Help Sell Thrift (Mercantile Trust Co., St. Louis); April 28, 1921; page 44.

Here at Last! An Understandable Bank Statement (Corn Exchange Bank); March 31, 1921; page 100.

Advertising Gives Bank World-Wide Distribution (Mercantile Trust Co.); March 17, 1921; page 141.

Bank Advertisements Used as Text in Public Schools; February 3, 1921; page 109.

The Banker's Position in the Advertising Fraternity (List of articles on bank advertising); December 30, 1920; page 102.

"Batteries" Changes to "Automotive Electricity"

Batteries, published by Edward Lyman Bill, Inc., New York, beginning with the November issue has been changed to *Automotive Electricity*.

H. K. Carter with Redfield Agency

H. K. Carter, who has recently been acting as Eastern advertising manager of *System* has been appointed second vice-president of the Redfield Advertising Agency. Before his connection with *System* Mr. Carter was engaged in agency work in New York and was at one time with *The Saturday Evening Post*.

Studebaker Sales and Profits

For the third quarter of 1922, the Studebaker Corporation, South Bend, Ind., reports net sales of \$35,065,894 and net profits of \$4,483,973.

The company's net sales for the first nine months of the current year amounted to \$108,488,756. Net profits for this period were \$15,640,373. There were 87,951 cars produced during the first nine months and 90,252 cars sold.

With Oakland, Cal., Better Business Bureau

Elmer J. Hertel, formerly manager-counsel of the San Diego, Cal., Better Business Bureau, has been appointed to succeed Charles H. Chace as manager of the Oakland Better Business Bureau and secretary of the Oakland Advertising Club. He will also act as legal counsel for both organizations.

"Sweet Home" Flour to Be Advertised in Newspapers

The George P. Plant Milling Co. of St. Louis, maker of "Sweet Home" brand flour has appointed the St. Louis office of the H. W. Kastor & Sons Co. to handle its account. The initial campaign will be confined to newspapers in cities where the company has distribution.

New Accounts for Critchfield & Company

Critchfield & Company, Chicago advertising agency, have been retained to handle the advertising of the Vortex Manufacturing Company, manufacturer of sanitary paper cups and the Central Stamping Company, Detroit, manufacturer of automobile horn buttons.

General Motors 1922 Sales

The General Motors Corporation reports sales of 316,136 cars and trucks during the nine months ended September 30, 1922. Estimating sales for the last quarter of the current year, it is expected that the total sales for 1922 will reach 468,355 against 214,799 cars and trucks sold in 1921.

The Fresno, Cal., *Herald* has appointed M. C. Mogensen & Company, Inc., San Francisco, as its Pacific Coast advertising representatives.

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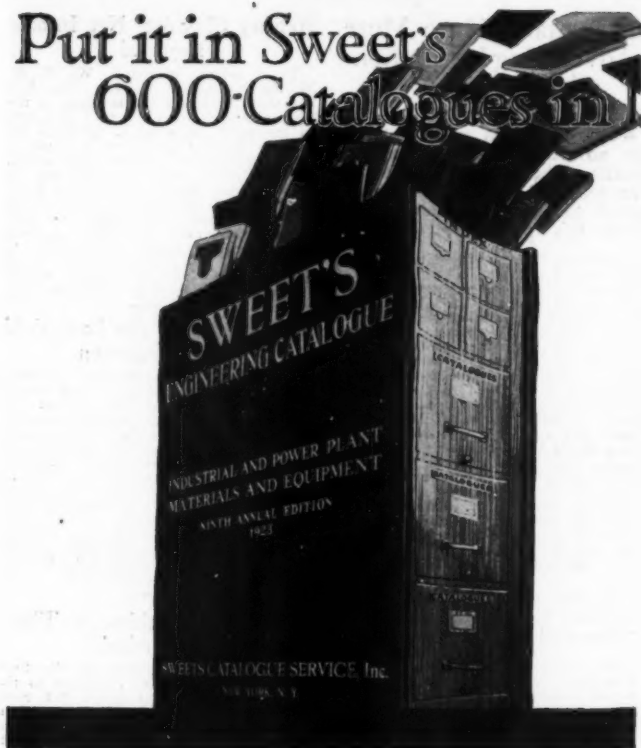
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Coast

Nov. 9, 1922

PRINTERS' INK

99

Put it in Sweet's 600-Catalogues in



SWEET'S Engineering Catalogue of Industrial and Power Plant Materials and Equipment gives 15,000 big buyers of the country one place to look for buying facts (instead of digging through 600 volumes of odd sizes and thicknesses).

Do the 15,000 appreciate the convenience? Let us show you some reports of what they bought from last year's book. The evidence may startle you.

SWEET'S CATALOGUE SERVICE
THE F. W. DODGE COMPANY
133 West 44th Street New York City

Accountants Have More Advertising Legislation

THE American Institute of Accountants is still legislating on advertising. At the annual meeting recently held in Chicago the members of this association voted to write in their minute books this resolution:

RESOLVED, That the committee's report be approved and that it is the sense of this meeting that the publication or circulation of ordinary simple business cards, being a matter of personal taste or custom and convenience, is not improper, but solicitation of business by circulars or advertisements or by personal communications or interviews, not warranted by personal relations, is unprofessional and should not be permitted. It is desirable that the publication of books and articles on accountancy subjects should be encouraged to the fullest extent, but care should be taken that such publications do not contain self-laudatory expressions. If it deems it necessary, the council is authorized to formulate rules for the guidance of the members to the end that a high standard of professional ethics and conduct shall be maintained.

It also voted that the following rule should be added to the "thou shall nots" in its handbook:

No member or associate of the Institute shall advertise his or her professional attainments or services through the mails, in the public prints, or by other written word; but any member or associate may cause to be published in the public prints or otherwise what is technically known as a "card." A card is hereby defined as an advertisement of the name, title (member of American Institute of Accountants, C. P. A., or other professional affiliation or designation), and address of the advertiser without further qualifying words or letters; or in the case of announcements of change of address or personnel of firm the plain statement of the fact for the publication of which the announcement purports to be made. Cards permitted by this rule when appearing in newspaper shall not exceed two columns in width and three inches in depth; when appearing in magazines, directories and similar publications, cards shall not exceed one-quarter page in size. This rule shall not be construed to inhibit the proper and professional dissemination of impersonal information among a member's own clients or personal associates, or the properly restricted circulation of firm bulletins containing staff personnel and professional information.

International Grocer, Chicago, has appointed G. Logan Payne Co. its representatives for the United States.

Hershey Chocolate Net Income Reported

In a recent statement, W. F. R. Murrie, president, Hershey Chocolate Company, said that the company is the largest manufacturer of milk chocolate in the world, its principal products being the Hershey brands of milk chocolate, almond bars, and breakfast cocoa.

Mr. Murrie stated that the net income of the Hershey Chocolate Company and its constituent companies for the eight months ended August 31, 1922, after depreciation, but before interest and Federal taxes, amounted to \$3,528,000. For the seven years ended December 31, 1921, the average annual net income amounted to over \$3,400,000.

The Effects of the Last Ford Price Reduction

The latest price reduction on Ford motor cars is hailed as a step toward the motorization of every American family by Edward S. Jordan, president of the Jordan Motor Car Co., according to *Automobile Topics*. Mr. Jordan said:

"The effect of the Ford reduction upon the automobile industry will be very beneficial. But the effect upon the motorcycle industry and the shoe industry may be serious.

"Ford is now working on a schedule of 6,500 cars daily. At \$298 he will motorize every American family, because they can buy the car on time."

Sun-Maid Raisins in Tins Advertised

In trade-paper advertising, the Sun-Maid Raisin Growers announce to the wholesale and retail trade that Sun-Maid seeded raisins will be packed in round tins. The copy says: "The tin keeps these raisins fresh as fresh fruit, luscious, tender, juicy. The raisins keep in any climate the year round."

Concerning the national advertising this association says in the same copy:

"National advertising on the largest scale ever attempted for a single product by a food producer will tell the people of the country about these Sun-Maid features."

Canadian Pacific Ocean Steamers Advertised

The Canadian Pacific Railway has started an advertising campaign in behalf of its lines of steamers for the winter service between St. John, Halifax and Liverpool. This service will be resumed the middle of November. Newspapers in the United States and Canada will be used.

The Westinghouse Electric & Manufacturing Company booked new orders amounting to \$37,353,227 for the quarter ended September 30, 1922. This is an increase of 49.6 per cent over the corresponding quarter of 1921.

The New York Evening Journal

announces the appointment

as

Advertising Director

of

EDGAR M. ALEXANDER

formerly Advertising Director

of The New York Herald

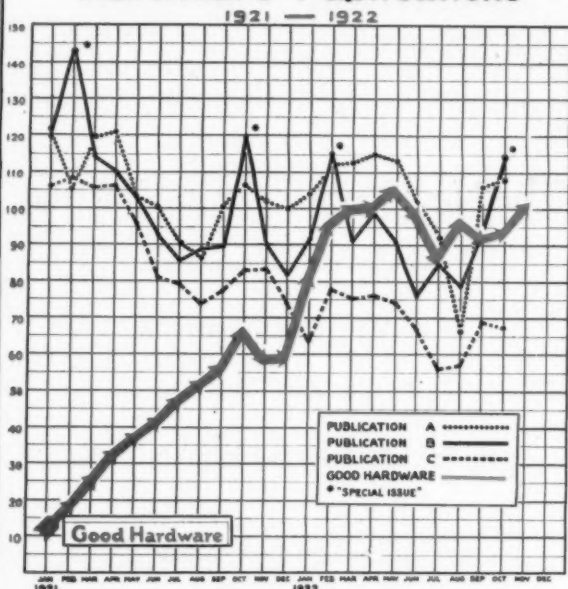
and The Sun

JAMES C. DAYTON

Publisher

October 30, 1922

Comparison of Advertising Volume Hardware Publications



How Good Hardware is forging ahead

The curve on Publication "B," which is a weekly, indicates average number of advertising pages per issue for each month.

Follow the red line and you follow the growth of **GOOD HARDWARE** in the last two years. In spite of adverse business conditions in the hardware trade, **GOOD HARDWARE** pushed steadily ahead from obscurity to a leading place among hardware publications.



Good H
THE HANDBOOK

A record that stands unequalled in the entire hardware field

During a period when advertising volume in other hardware publications showed a steady decrease, in keeping with the trend of the times, *GOOD HARDWARE* made a record of growth that has never been equalled in the hardware field.

Why was *GOOD HARDWARE* able to make such rapid strides when most advertisers were cutting appropriations? Why is it continuing to forge ahead at a rate that is unheard of in the whole history of the hardware business?

It gives the hardware manufacturer something he has never had before. It blankets the hardware trade—it reaches 45,000 dealers and jobbers every month when the next largest publication reaches 21,000 stores, and the next less than 17,000—hardware dealers read it and like it because it is full of *practical* sensible information on how to sell more goods at a profit—it has a rate that is the lowest per page per thousand in the field—and it is bringing results for its advertisers.

NOTE [Advertisers who place contracts now for 1923 can secure the benefit of the present low rates.]

The Butterick Publishing Company (*Trade Division*)
Butterick Building, New York

d Hardware —
K OF THE HARDWARE TRADE

Advertise Children's Vehicles in

CHILD LIFE



BY advertising in "Child Life" tell mothers in more than 100,000 better class American homes about the fine qualities of your line of baby carriages. Such advertising is sure to be effective, because the mother will see it when she is reading to fascinated kiddies out of the treasure of rhyme and story in "Child Life." Then she is certain to be in a receptive mood, her mind atune to the needs of her little ones.

Besides baby carriages and go-carts, there is a host of other wheeled vehicles—velocipedes, tricycles, toy autos and doll carriages—which mothers purchase for growing kiddies. Mothers who read "Child Life" appreciate and select the best. "Child Life" is a remarkably sound choice for advertising baby carriages and all else that makes children's lives happier, more comfortable, more secure.

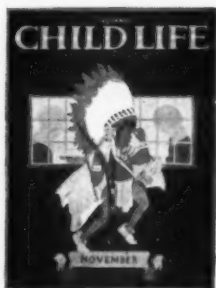
Write today for rates, detailed information and a copy of "Child Life" to look over.

Published by

RAND McNALLY & COMPANY

536 S. Clark Street, Chicago

Largest Publishers of Books for Children



Mothers who *select* read

"CHILD LIFE" to their Children



Is the Superlative Passing?

"Good" Seems Good Enough for Some Automobile Advertisers

By James Henle

YEARS ago there was a merchant by the name of Barker in a small town in Tennessee. He ran a general store, not the biggest store in the little town nor the best, but what he lacked in merchandise he made up in enthusiasm.

"Barker, the Merchant Prince of Bolivar," he called himself in his advertising, and he could not announce a sale of calico remnants without proclaiming that the stuff was the richest and choicest product of the finest looms, that the most delicate textures, the most beautiful designs, the most enduring and striking color combinations were to be found only in the emporium of Barker of Bolivar.

His advertisements in the *Hardeman County Free Press* and the *Bolivar Bulletin* were to be outdone only by the circus announcements with their "glittering, gorgeous, glorious" array of adjectives. It was advertising, of a kind, but the more dignified announcements of his competitor seemed, somehow or other, to get the trade.

In the case of Barker the extravagance and exaggeration of his claims was so ridiculous as to be only amusing; it was worth no one's while to refute him. Often, however, a worthy product is unintentionally injured by introducing it to the public in terms too much like those of Barker.

Everyone can think back to some Barker of his childhood, and it does no good at all for advertising to recall, however faintly, those hyperbolic assertions. No matter how thoroughly a manufacturer is sold on his own product, no matter how thoroughly he believes in it, he must never lose sight of the fact that the man reading the copy does not know the article so well as he. The test is not only "Is this true?"

but also, "Will it be believed?"

A previous article in *PRINTERS' INK* bore directly on this point. It described how the advertising of Sweet-Orr overalls had purposely been toned down in order not to test the public's confidence too severely. The first series of advertisements was in exact accordance with the truth, but persons who did not know the overalls so well as the makers did might be, and sometimes were, inclined to doubt the statements made. In the next series the incidents illustrating the strength and honesty of the merchandise were told in such a way that they did not seem so startling—and the second series proved more efficient selling material than the first.

Everyone instinctively makes this allowance for his readers or auditors. A servant girl dictating a letter home added, "And we have meat twice a week." Her mistress interrupted: "Your know that isn't true—we have it every day." "They'd not believe that," answered the maid cannily.

The servant girl wanted her letter to be accepted at its face value—so do advertisers want their copy to be received. And yet some of them neglect her simple precaution. In the automobile field, for instance, the superlative, truculent and unqualified has run riot—in the past. More than one car, selling for a modest sum, has been heralded by a description that would do full and ample justice to a Rolls-Royce.

RESTRAINT MAKES THESE CLAIMS CONVINCING

But there is apparent a reaction from this school of violent assertion and vehement claims. It finds expression in such slogans as that of the Durant—"Just a real good car" and the name by which the Maxwell has come to be known—"the good Maxwell." "Good" is a pretty trusty adjective, anyway. It

*What a Close-up of the Consumer Taught One National Advertiser; December 29, 1921; page 3.

describes what all of us are looking for. We want good homes, good furniture, good shoes, good clothing. When we pay a thousand dollars or so for a car we don't want the best car or, if we do, we know we can't get it. If anyone tried to tell us that the car he was selling for a thousand dollars was the best car made the sale would be off then and there. And, though no automobile advertisement actually makes this statement, some of them have come pretty close to implying it and there is where the rub comes. There is no lack of confidence, however, when we meet the word "good."

The slogan of the Durant car gives the keynote of its advertising material. "Just a real good car." Obviously, the appeal is to persons who are "fed up" on the lyrical rhapsodies that have been written on behalf of other machines. Is the appeal a sound one? Time alone can give the final verdict, but my own impression is that Durant has chosen correctly, and that the public will be glad to buy "just a real good car"—not a car that, from the claims advanced for it, ought logically to be selling for several times its price.

GULF GASOLINE WAS A PIONEER FOR RESTRAINT

In the field of automobile supplies the same influence is at work. Gasoline is seldom advertised nationally, because for the most part the distribution of the various companies is restricted to certain portions of the country. In the East every motorist knows "that good Gulf gasoline." You aren't promised thirty miles to a gallon, but you are told most emphatically that it is good gasoline, and in these days when every automobile owner is trying to budget his car expenses this is a mighty telling recommendation.

In the same way every automobile owner knows and respects the slogan of the United States Rubber Co.: "United States Tires Are Good Tires." Perhaps their makers believe they are the best tires. For all the writer knows they may be. On the other hand,

such a statement would immediately challenge contradiction and provoke comparisons. It would raise a question that could never be settled definitely. If another tire manufacturer claimed that his tires were the best, the prospective customer would know that one advertisement or the other was telling an untruth—and under the circumstances he might disbelieve them both.

But the assertion that United States Tires are good tires does not imply that there are no other good tires. After all, it is hardly possible that one company can capture all the tire business of this country. Isn't it better, instead of advertising as though you were attempting to do this, to stick to sound, definite statements that are susceptible of proof and that carry with them conviction to the reader? Evidently the officials of the United States Rubber Co. think so.

So firmly is the slogan of that organization impressed on my mind that, when looking over a copy of *Punch* recently, I jumped to the conclusion that its slogan had been appropriated by a British concern. For, staring at me from a full-page advertisement was the statement, "Dominion Tyres Are Good Tyres." Looking below, however, I saw that the copy was signed by the United States Rubber Co., Ltd. It is evident that the same moderation, the same restraint, the same respect for the intelligence of others that is paying advertising dividends in the United States is doing so across the water also.

Bank to Sell Maple Syrup by Mail-Order

The Welden National Bank, St. Albans, Vt., which markets maple syrup for the farmers of Franklin County, is beginning a campaign for mail orders. The Hunt-Luce Advertising Agency, Boston, is in charge of the account.

The Hunt-Luce company also is conducting a campaign for the Mareldo Apiaries, Middlebury, Vt.

John B. Coyne, formerly production manager of the Walker Engraving Company, has joined the sales force of the Knapp Engraving Company, New York.

What Is Street Circulation?

"STREET CIRCULATION," like the skeleton in the closet, is a thing that most newspapers largely refrain from discussing.

True, street circulation helps swell "the figures" presented to advertisers, but as a vehicle to promote sales, its usefulness is decidedly questionable. Street circulation may be a perfectly good "ballyhoo," but the advertiser pays a handsome price for his opportunity to see "the show."

Happily, The Detroit Free Press has a very limited street sale in Detroit—a limitation imposed by the very hours at which it is published and distributed. Its home-delivered circulation—a circulation that actually creates *action* for the advertising—practically eliminates waste in covering the real buying power of Detroit.

The Detroit Free Press

"Advertised By Its Achievements."

VERREE & CONKLIN, Inc.

Foreign Representatives

New York

Chicago

Detroit

San Francisco

Mennen Files Petition against Federal Trade Commission Ruling

Manufacturer Claims Right to Sell Goods at Different Prices to Wholesalers and Retailers

AN order issued by the Federal Trade Commission in a test case against the Mennen Company, in March, 1922, ordered that company to "cease and desist from discriminating in net selling prices by any method or device, between purchasers of the same grade, quality and quantity of commodities, upon the basis of a classification of its customers as jobbers, wholesalers or retailers, or any similar classification which relates to the customers' form of organization, business policy, business methods, or to the business of the customers' membership or shareholders, in any transaction in or directly affecting interstate commerce, in the distribution of its products."

In other words, the Federal Trade Commission told the Mennen Company that it must sell its products, if they are uniform in quality, at absolutely the same price in the same quantity to all purchasers, whether they are consumers or distributors, wholesalers, single retail stores, big department stores, chain retail stores, "mutuals," "co-operatives" or "buying clubs."

At a hearing before the Circuit Court of Appeals of the Second District on October 19, 1922, G. H. Montague, counsel for the Mennen Company, filed a petition against the ruling of the Federal Trade Commission and asked that the Commission's order to cease and desist be reviewed and set aside.

It is argued by the Mennen Company in its petition that if the company should obey the Commission's order to place wholesalers and "co-operative or mutual" concerns in the same discount classification, the Mennen Company would still be disobeying the Commission's order unless the company also placed in the same clas-

sification all retailers and all its other customers.

F. H. Levy, counsel for the National Wholesale Dry Goods Association, the National Hardware Association, the National Supply and Machinery Dealers' Association, the National Wholesale Jewelers' Association and the National Floor Covering Association, argued on behalf of the associations represented that if the Commission's ruling were to be carried to its logical conclusion it would mean that every manufacturer would have to sell his goods at the wholesale price to any retailer, consumer or other individual.

"The obvious result of this," Mr. Levy said, "would be the impairment of the business of the wholesaler and of the retailer and a serious derangement and disorganization of the business of the manufacturer."

N. H. Fuller and W. T. Kelly, lawyers for the Federal Trade Commission, arguing the case for the Commission, said that the Mennen Company was selling its products to one group of wholesalers at one price and to another group at another price. Mr. Fuller, as chief counsel, said that the order of the Commission was based on the fact that the Mennen Company would discriminate against wholesaling concerns simply because some retailers happened to have stock in them, in which case the concern would arbitrarily be classed as a retailer.

The Government, said Mr. Fuller, does not contend that the manufacturer may not sell at one price to the wholesaler and at another to the retailer, but insists that it is restraint of trade to discriminate in price between one wholesaler and another or between one retailer and another.

Decision was reserved.

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RESULTS from Advertising

Ten of a Series

ELIZABETH ARDEN

FOURTH FLOOR
330 FIFTH AVENUE
NEW YORK

Telephone 1 Plaza 0497
Cable Address: Elizabeth
Code A.S.C. 301

September Thirtieth,
Nineteen Twenty-Two

CLARENCE
NEW YORK
CLARENCE, PENNSYLVANIA
CLARENCE, N.Y.
CLARENCE, N.Y.
CLARENCE, N.Y.
CLARENCE, N.Y.
CLARENCE, N.Y.

Scribner's Magazine,
Fifth Avenue Section,
330 Fifth Avenue,
New York City.

Gentlemen:

We started advertising in your Fifth Avenue Section in a small way, and owing to the results obtained, have increased our space three times. We have found from our records, carefully kept, that in the percentage of returns for the amount spent for advertising, your magazine has frequently led all of our other publications.

We take great pleasure in telling you that we are going to continue business with the Scribner's Magazine.

Very truly yours,

Thos. J. Arden

TJA/CL

In the
Fifth Avenue Section
SCRIBNER'S
MAGAZINE



SNIDER'S CATSUP

Is made
from carefully
selected red ripe
tomatoes

*Unexcelled for
purity and flavor*

Table or


THERE are hundreds of thousands of bottles of Snider's Catsup. The advertising job is to sell these products and make a once-a-month appeal cannot do it.

The Snider advertising has appeared exclusively in the newspapers. Their attractive and appetizing car cards remind the public, day, to bring the bottles out of the cupboard.

STREET RAILWAYS AD

Central Office
Borland Bldg., Chicago

Home Office
Candler Bldg., N. Y.



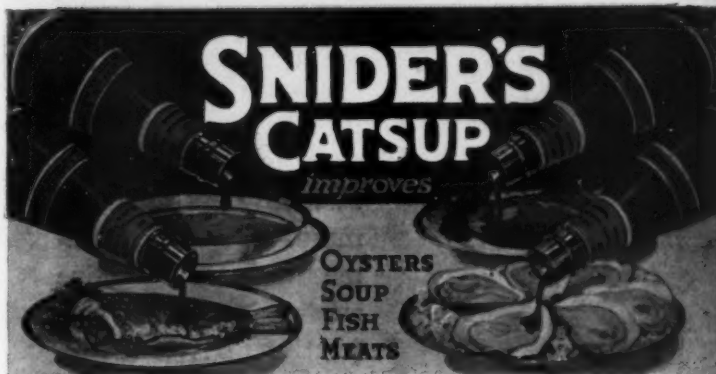
Right

— on the
table

lobsters, chops,
cold meats,
steaks, etc.

EVERY
MEAL

SNIDER'S CHILI SAUCE



e or Shelf?

bles of Snider's Catsup and Chili Sauce on pantry shelves.
ducts and bring them to the table *every day*.

sively in the Street Cars for several years.

emind the consumers every hour of *every day*, day after
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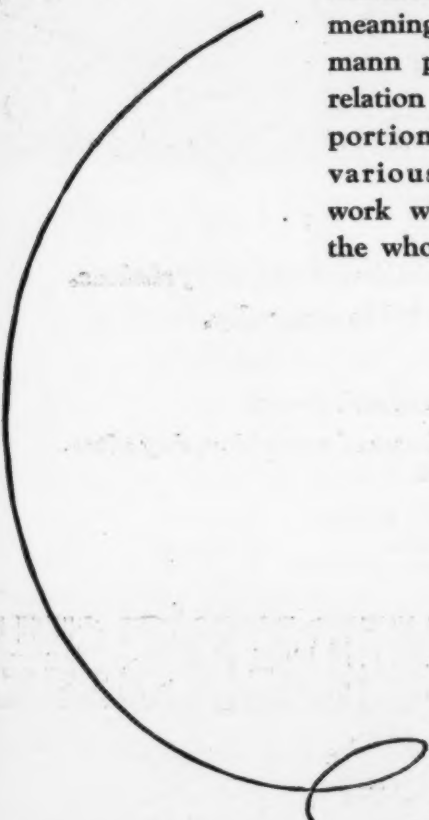
AYS ADVERTISING CO.

ome Office
r Bldg., N. Y.

Western Office
Monadnock Bldg., San Francisco



Harmony



Harmony has a special meaning at the Goldmann plant: effective relation or proper proportion between the various parts of the work which make up the whole.

ISAAC GOLDMANN COMPANY
EIGHTY LAFAYETTE STREET NEW YORK CITY

Printers Since Eighteen Seventy Six

TELEPHONE FRANKLIN 4320



The Advertising the Bankers Did

DETROIT, MICH., Oct. 17, 1922.

Editor of PRINTERS' INK:

Your article, "Bankers' Convention Develops Some Interesting Advertising," on page 151 of the October 12 number of PRINTERS' INK, opened up some interesting possibilities for some similar work the writer is engaged in, and if you can advise me as to how this was put across or where I can get the information I will be very grateful.

I assume, of course, that the bankers' advertising did not "just happen," but rather that the various advertisers were moved to do as they did by some agency which brought the idea to their favorable attention. What was this agency and how did it operate?

CLINTON E. SEARS.

MR. SEARS is correct in his assumption that the flood of bank advertising which appeared in the New York newspapers during the convention of the American Bankers Association did not "just happen."

As a matter of fact, however, all that the Association did was to send, previous to the convention, a circular letter, directing attention to the affair, to a list of advertisers and advertising agents. This letter offered, free of charge, a matrix giving the official "welcome" emblem the association had agreed upon, a picture of a town crier bearing a message of welcome.

Advertisers and advertising agents who number banks and other financial institutions among their clients were struck with the idea of tying up with the convention. As a result, the newspapers of New York carried an unprecedented volume of financial advertising.

It was merely another case where men, thinking along parallel lines and confronted by the same conditions, reach practically identical conclusions. If the bankers' convention had been held at Cleveland or Buffalo or Pittsburgh, pretty much the same thing would have happened, but on a smaller scale, if the bankers had been as forehanded in reminding advertisers that the convention was to be held in their city.—[Ed. PRINTERS' INK.

"Nu-Shine" Newspaper Campaign Planned

The Nu-Shine Company, Reidsville, N. C., a subsidiary of the American Products Corporation and manufacturer of "Nu-Shine" shoe polish, plans a newspaper advertising campaign in territories in which it has distribution. The advertising will start about November 15. The account has been placed with N. W. Ayer & Son.

In giving PRINTERS' INK information regarding the advertising plans for "Nu-Shine," B. R. Stone, president, also said regarding this product: "While it will not be a year old until November 15 it is now marketed and sold in twenty-seven States. It has shown itself to be a fast first sales item as well as a wonderful repeater from the consumer trade. Our sales have shown over one hundred per cent increase each month since we have been marketing this product."

Meat Sales of Jacob Dold Packing Company

The present output of The Jacob Dold Packing Company, states Jacob C. Dold, its president, is approximately 1,250,000 head of live stock, and the total sales of the company have increased from 197,000,000 pounds, representing \$21,000,000 in 1912, to 311,000,000 pounds, representing \$50,000,000 in 1921. He says the business for the current fiscal year, based on actual results for nine months, is at the rate of 325,400,000 pounds per annum. Mr. Dold says the export business of the company to Great Britain, the Continent, and Central America is substantial.

New Directory of Canning Industry

A directory for the food packing industry has been published by Canning Age, New York, under the name of "The Food Packers Directory." It is issued in two volumes: one containing listings of canners who use tin containers, and the other listings of glass packers. The directory gives the officers and officials of companies in the industry, and cross references showing location of branch factories and offices. It also gives plant capacities, products packed and a general statement of manufacturers' operations.

Corn Products Reports Increased Earnings

The Corn Products Refining Company, New York, "Argo," "Duryea's Starch," "Karo" and "Mazola" products, reports its net earnings for the nine months ended September 30, 1922, after deducting maintenance, repairs and estimated Federal taxes, as \$7,757,877. This compares with \$6,634,991 for the same period in 1921.

Teaser Campaign for "Sanitol"

For some days the "Sanitol" company, manufacturer of toothpaste, ran a teaser campaign consisting of the bust picture of a man holding a bottle and a tube, with the words, "Dentists say Use Both," in white on the heavy shadow it cast. As the time for the breaking of the copy approached, the reader was told to look in the paper on a certain day. The copy broke with quarter page space, offering free samples and giving full descriptions of the toothpaste and liquid antiseptic.

Curtis Publishing Co. Appeals to Mothers to Obtain Help

The Curtis Publishing Company is using 50-line space in the newspapers to secure girl help. The unusual nature of the copy is its appeal to mothers whose daughters are seeking employment. Recent copy was headed, "Mothers whose Daughters are seeking Employment." After a series of these, a new series was started, telling how delighted were those mothers who came to see them and brought their daughters.

Philadelphia Elks Use Advertising to Sell Bonds

The Philadelphia Lodge of Elks is planning a new issue and to finance it has issued \$2,000,000 in bonds. To sell these it is using 1200-line space in the newspapers, setting forth just what is back of the bonds, and giving facts about the building and its equipment. An illustration of the home is also shown. The copy is signed in facsimile by the Exalted Ruler.

Yes, Travel Is in Need of Advertising

COSMOPOLITAN
NEW YORK CITY

Editor of PRINTERS' INK:

I was particularly interested in your recent article on railroad advertising in which it was brought out that, with a few notable exceptions, railroads were spending less than one-half of one per cent of their passenger revenue on advertising.

The obvious reply is, of course, that a railroad's traffic is largely non-competitive. Why should it advertise when it already gets all the business there is in its field? All of which is based on a conception of advertising as an *acquisitive* rather than a *creative* force—a conception that went out of style years ago.

How about taking these folks up on the mountain top and showing them their market in its true perspective? Not only railroads, but steamship companies and travel concerns of all kinds.

For even the most monopolistic line is competitive. Let us say that John Doe, a wholesale druggist in Minne-

apolis, is a mild prospect for a trip to Europe. Before he makes up his mind, he will weigh values—will compare the pleasure he expects to derive from the trip with the gratification of purchasing a new and better automobile, of joining the country club, of building a new and larger home for his family, or purchasing a block of attractive securities. There's competition for our travel-selling friends.

All of these things are known to him through personal contact or through advertising. He knows the cost and he knows the benefits. But ask John Doe what he thinks a trip to Europe would cost and his figures, unless he has investigated, will usually run far beyond the actual costs. As for the pleasures of travel, they are hazy and indefinite to him. And that new car is right at hand, crying to be bought with all the force of its shiny surface, and purring motor, and mahogany dashboard!

There are thousands of John Does throughout the country wondering to themselves about travel, speculating idly as to whether they really *could* travel, and realizing vaguely what it would mean to them to travel. And being unsophisticated in travel matters, they are twice as susceptible to the proper kind of advertising as the "wise" traveler who pretty well knows what he wants anyway.

Fleischmann's Yeast furnishes a classic example of advertising to broaden its market. And there are many others. If the present travel market has been exploited to a point where diminishing returns set in, the obvious thing to do is to alter the copy angle and conduct a general educational campaign on the costs and benefits of travel. Then, having broadened the market, cultivate it.

COSMOPOLITAN,

G. N. SWETT.

Jail Term for False Advertising in Walla Walla

At the request of the Walla Walla, Wash. Advertising Club, the City Commissioners have passed an ordinance providing a maximum penalty of thirty days in jail or a fine of \$100 or both for advertisers who print misleading statements. The ordinance prohibits the advertising of goods by comparing prices unless the lowest former price is given.

Velie Motors Account with Erwin, Wasey & Co.

The Velie Motors Corporation, Moline, Ill., manufacturer of Velie trucks and motor cars, has placed its advertising account with Erwin, Wasey & Co., Chicago advertising agency.

New Face Powder in Newspaper Advertising

The Henry Tellow Company, Philadelphia, is using 100 line space in the newspapers to advertise "Blue Moon" face powder—an addition to the Tellow products.

WHAT

BECOMES OF THE AGENCY'S 15%?

Are you, Mr Advertiser, getting your fair share of it? These are questions you cannot afford to ignore. How the Agency applies its 15% determines your results from the other 85%.

Remember, not all the Agency's 15% can go to directly serving you. You would not trust an Agency to help you make profits, which could not run its own business at a profit. A fair profit to your Agency, plus incidental expenses, leaves about two-thirds of the 15% for direct service to you.

On your \$100,000 appropriation, there is about \$9000 which can be devoted to producing truly wonderful advertising for you—or can be dissipated in many useless channels. If half of it goes to the man who "got" your account, what do you get for that?

What is he worth as an Advertising Man? Does he really plan and help in the creation of your advertising, keeping closely in touch with it? Or does he turn it over to the Copy Man—while

he chases after more business? One reason for skimped Agency service is paying too much to get the business.

Another reason is too much "Merchandising" and "Research" for 15% to cover. But the greatest reason is the silly notion that the production of resultful advertising is beneath the "dignity" of an "important" Agency "executive."

The Hoops Method of Constructing Advertising

In this Agency, 90% of our pay-roll [we pay no commissions] goes into service for our clients; almost none to prospects. For 14 years we have been successfully hooking-up advertising with dealer work ["merchandising"—if you like the word]; also readily obtaining the facts on which to base profitable advertising ["research"—in fancy parlance].

But we feature the very thing you need most, and which is most difficult to secure—advertisements that will make people prefer your goods. There is no mystery about how we do it. I will personally explain in your office The Hoops Method of Constructing Advertising, if you will invite me. It shows what your 15% buys here.

WALTER W. HOOPS

HOOPS

ADVERTISING COMPANY · EST · 1908

Charter Member—American Association
of Advertising Agencies

9 EAST HURON STREET



National Outdoor Advertising Bureau
Audit Bureau of Circulations

CHICAGO, ILLINOIS

Resolutions of the Direct-Mail Convention

THE Direct Mail Advertising Association at the close of its annual convention at Cincinnati, reported in **PRINTERS' INK** of November 2, passed resolutions endorsing paper-size standardization work; approving the work of the Associated Advertising Clubs of the World; asking for the co-operation of the National Association of Purchasing Agents and other organizations to help eliminate wasteful distribution of advertising matter, and thanking the city of Cincinnati for its hospitality.

These resolutions read as follows:

RESOLVED: That this association heartily endorse the standardization of paper sizes as follows:

Book sizes: 25x38; 32x44; 26x29; 28x42; 30½x41; and their double bond and writing sizes: 17x22; 17x28; 19x24; and their doubles.

The association being ever in accord with any movement which results in an economic good to the users of direct advertising.

However, after much investigation, and following the sending of a representative to the September 22 Standardization Meeting in Washington, the association repeats the thought that it does not believe that the arbitrary standardization of *folds* as set forth in the Bureau of Standards' preliminary report, is either economical or desirable, and wishes further to go on record as recommending that the Bureau does not adopt the list of so-called standard folds.

This association holds no brief for nor against any printing machinery manufacturer, and in passing this resolution, a copy of which is to be sent to the bureau referred to, begs leave to remind that governmental agency of the association's willingness at all times to confer with or become a member of any committee which has for its object the simplification from an economical standpoint of any of the processes, phases or methods of direct advertising, as well as to substantiate any of the statements made herein.

WHEREAS, there is a great waste of direct-mail advertising due to the inclusion on mailing lists of many firms that are not at all interested in the merchandise advertised; and

WHEREAS, the receipt of such non-applicable mailing pieces results not only in waste of such pieces themselves, but with them many others of real value to the recipient; and

WHEREAS, some purchasing agents have expressed a desire to help eliminate this waste by reporting to the advertiser

in every case where he is receiving advertising matter that is of no possible application to his business; therefore

BE IT RESOLVED: That this organization respectfully ask the National Association of Purchasing Agents and other organizations of buyers to co-operate with advertisers in eliminating wasteful distribution of advertising matter in the manner indicated above, or in any other manner that may be feasible.

WHEREAS, we, the Direct Mail Advertising Association, Association of House Organ Editors and Better Letters Association, are a departmental of the Associated Advertising Clubs of the World; and

WHEREAS, we believe most implicitly in Truth in Advertising, and are in sympathy with the ethical, educational and vigilance work of our parent body; and

WHEREAS, their principles are in harmony with the standards of practice of our Association;

BE IT RESOLVED: That the Direct Mail Advertising Association, Association of House Organ Editors and Better Letters Association publicly reaffirm their approval of the work of the Associated Advertising Clubs of the World, and co-operate and co-ordinate with them and the other departmentals in every way possible.

WHEREAS, this, the Fifth Annual Convention of the Direct Mail Advertising Association, Association of House Organ Editors and Better Letters Association, is now drawing to a successful close; and

WHEREAS, this has been made possible through the untiring labor and co-operation of the Cincinnati Convention Committee, the press of the city, the fraternal and business clubs, and many individuals;

BE IT RESOLVED: That the Association extend to each and every one of these individuals and organizations our heartiest thanks and cordial appreciation to the Queen City.

All of the foregoing resolutions were signed by D. C. Vandercook, International Correspondence, Schools, Scranton, Pa.; H. S. Van Scoyoc, Canada Cement Co., Montreal, and Robert E. Ramsay, James F. Newcomb & So., Inc., New York.

Caille Motor Account with Chicago Agency

The Caille Perfection Motor Company, Detroit, manufacturer of marine and other motors, has placed its advertising account with the Arnold Joerns Company, Chicago advertising agency.

Philip J. Meany, who was recently with the Los Angeles office of the L. S. Gillham Company, Inc., has established an advertising business at Los Angeles.

The new agency is directing a State-wide campaign for the Buttonlathe Manufacturing Company, Vernon, Cal.



Giant Ads are Posters Plus—

TAKE all the display value of an ordinary poster. Add to this the weight which comes with repeating exactly in form and text the message used in your national advertising. Then add to this the factor of timeliness which gives the dealer a real reason for posting—and you have a Giant Ad.

Physically they are enlargements of your magazine and newspaper advertising, made in any size up to 38" x 50" and in any number of colors. Practically they are a vivid reminder of your national copy *at the point of sale*. Giant Ads are a device used by shrewd advertisers to insure the maximum return on their national appropriation. Write or phone for rate card, descriptive booklet and samples.

NATIONAL PROCESS COMPANY, INC.

117 East 24th Street, New York.

Phones: MADison Square 9676-9677, 9124, 10258

Pittsburgh Office, 703 Century Bldg.

GIANT ADS

PAR MONEY

Canadian Money

United States Money

Other Countries

Canada has recently achieved what is in reality a marvel of finance, viz., BROUGHT HER MONEY UP TO A PARITY WITH THE MOST VALUABLE MONEY IN THE WORLD.

This was not done by artificial means—or temporary expedient—

Work, industry, economy, the export of goods, accomplished it.

THE DAILY NEWSPAPERS

An authority says:

"CANADA IS COMMERCIALY AND FINANCIALLY ONE OF THE GREATEST STABLE COUNTRIES OF THE WORLD."

THE WAY TO GAIN distribution of your goods in Canada—dealer support and consumer demand—is to advertise in the Canadian National Medium—the DAILY PAPERS—and the time is NOW!

Write these papers direct.

Ask your agency.

Use These Papers to Cover Canada

The Maritime Market

Population	Newspaper
St. John, N. B. . . . 55,000	Telegraph & Times
St. John, N. B. . . . 55,000	Journal
Halifax, N. S. . . . 75,000	Chronicle & Echo

The Quebec Market

Population	Newspaper
Quebec, Que. . . . 111,500	Le Soleil (French)
Quebec, Que. . . . 111,500	Telegraph
Montreal 839,000	Gazette
Montreal 839,000	La Patrie (French)
Montreal 839,000	La Presse (French)

The Pacific Market

Population	Newspaper
Vancouver 165,000	World
Victoria 60,000	Daily Times
Victoria 60,000	Colonist

The Ontario Market

Population	Newspaper
Kingston 35,000	Standard
London 70,000	Advertiser
London 70,000	Free Press
St. Catharines . . . 10,000	Standard
Brantford 35,000	Expositor
Toronto 622,326	Globe

The Prairie Market

Population	Newspaper
Winnipeg, Man. 280,000	Tribune
Winnipeg, Man. 280,000	Free Press
Regina, Sask. . . . 35,000	Leader & Post
Edmonton, Alta. . . 70,000	Journal
Calgary, Alta. . . . 75,000	Herald
Saskatoon, Sask. . . 31,364	Phoenix & Star

OF CANADA

General Advertising Agency, Toronto and Montreal

Divorce—

Taking the Gamble Out of Advertising What *The Rochester Times-Union* Does for the Advertiser

The Merchandising Department of the Times-Union has resolved itself into a future business insurance. The object of this department is to create a certainty of returns for the advertiser. Coupled with this is the definite plan to maintain a permanent outlet for a product. We absolutely set aside the thought of advertising revenue when making an investigation.

The Rochester Times-Union has a nation-wide reputation and under no circumstances will it be jeopardized to obtain an advertising contract. TO DIVORCE AN ADVERTISER AS FAR AS POSSIBLE FROM BECOMING A GAMBLER THROUGH HIS INVESTMENT IN ROCHESTER, WE MAINTAIN A MERCHANDISING DEPARTMENT. We go as far as consistent to insure a profitable return on every nickel invested in advertising in this newspaper. THE ROCHESTER TIMES-UNION HAS NEVER LOST AN ACCOUNT. Last year national advertisers used the Times-Union to a far greater degree than any other Rochester newspaper.

National advertisers will find it highly advantageous to permit our Merchandising Department to answer any question regarding possibilities in Rochester. Our investigations and reports are made without cost to the advertiser.

An Example: Within a month the Times-Union was able to place a previously unheard of Food Product in 806 stores out of 971, in a period of eleven days.

J. P. McKINNEY & Son, Rep. New York — Chicago
Los Angeles—San Francisco

Empire State Group

Rochester Times-Union
Elmira Star-Gazette

Utica Observer-Dispatch
Ithaca Journal-News

Interesting Features of the Proposed Trade-Mark Law

Belief Prevalent That "Secondary Meaning" Clause Will Heavily Burden Patent Office

By Chauncey P. Carter

THERE have been to date three comprehensive laws enacted by Congress to provide for the registration of trade-marks in this country. The first, that of 1870, was declared unconstitutional because not confined to those trade-marks over which the Federal Government has jurisdiction, namely marks used in interstate or foreign commerce or in commerce with the Indian tribes. The second, that of 1881, apparently gave to registrants no remedy against infringers that they did not have under the common law, did not give force and effect to the International Conventions on the subject that had been ratified by the United States and was otherwise unsatisfactory. It, therefore, gave way in 1905 to the present principal trade-mark law. This has been supplemented, but not supplanted, by at least five subsequent laws. All of these laws have been premised on the principle that trade-mark rights are acquired under the common law and that registration is merely evidence of such right, and on the further principle that registration must be permissive only and not in any way compulsory.

The proposed new trade-mark act, the form of which was approved by the American Bar Association at its recent meeting and which will shortly be presented to Congress in the form of a bill, is admittedly based on the same principles as the previous acts and yet it contains some radical provisions which savor of a school of trade-mark thought hitherto unhonored in this country.

Analyzing the proposed bill, we find that names, descriptive marks, and geographical names are no longer prohibited registration. With the exception of immoral or

scandalous marks, public insignia, portraits or signatures (without consent), and infringing marks, no mark may be refused registration if it has been used in interstate or foreign commerce or in commerce with the Indian tribes, *and if the goods of the user may be identified by it*, although it is apparently up to the Commissioner of Patents to satisfy in certain cases not clearly pointed out that the mark applied for has acquired a "secondary meaning."

The intent of the framers of this draft is apparently to permit registration of a word such as "Ajax" as a trade-mark for hammers without any question except as to possible infringement but to refuse registration to "Chicago" for hammers unless it is shown to the satisfaction of the Commissioner that "Chicago" hammers are at the time of application considered by the purchasing public to indicate hammers of the applicant's manufacture rather than any hammers made in Chicago.

This apparent intent, however, has been expressed in the bill only to the extent that the Commissioner of Patents is called upon to decide whether the mark applied for may, considering its nature, identify the applicant's goods and if he decides that it may *not*, then he is called upon to determine whether in fact it has acquired a secondary meaning and does identify the applicant's goods. How the Commissioner is to determine all this is not specified in the proposed bill. But presumably he is to require evidence to be submitted and to pass on such evidence. This would unquestionably swamp our already heavily burdened Patent Office and the extraordinary discretionary power vested in the Commissioner is

likely to make that position a thankless one. It is known that grave doubts as to the workability of this section were expressed in committee meetings at the time the draft was being prepared and that the present Commissioner refuses to commit himself on this section at this time.

AIMS AT PROTECTION ABROAD

In addition to the principal register, the Commissioner is required to keep a secondary register of (1) marks registered under the Buenos Aires Trade-mark Convention of 1910; and (2) marks unregistrable in the principal register but which have been used in the commerce over which the Federal Government has jurisdiction for at least one year. Just why the Committee has provided for the registration of marks that may not and do not identify the user's goods and have not acquired a secondary meaning, merely because they have been used as trade-mark for one year, is not clear and is the more unintelligible in view of the Committee's protest against measuring the significance of trade-marks by the period during which they have been in use. Nevertheless, this section may enable some of our traders to get needed protection abroad which they would otherwise be denied.

By substituting as a test of infringement the possibility of actual confusion for the present arbitrary similarity in the goods, the Committee has paved the way for wider monopolies of invented names and other trade-marks and has undoubtedly had in mind such circumstances as were recently brought to light in connection with the controversy over the use of "Beech-Nut" by two firms on tobacco products. Cameras and pencils might be goods of different descriptive properties in the eyes of the law and yet it is not improbable that many persons would think Kodak pencils were made by the Eastman Kodak Co. This seems to be a very wise provision, provided it is not subverted.

By making registration notice to all persons of the rights claimed, the Committee has put a much greater value on registration and has made of no further moment the various illegal registration notices that are employed by so many trade-mark owners, varying as they do in one respect or another from the statutory "Registered in U. S. Patent Office" and "Reg. U. S. Pat. Off." If the new bill goes through, a man may use the word "Trade-mark" or the word "Registered" or "Reg. U. S. A." or anything else or nothing without broadening or limiting his rights in the mark. This is something that should appeal to all those engaged in writing copy for or setting up advertisements, labels, etc.

Not content with the establishment of the two separate registers heretofore described, the Committee has established a third register of all other marks used in the commerce over which the Federal Government has jurisdiction. It has further provided that unless such marks are registered within the first year of such use of them, the fee for subsequent registration shall be fifty times that for registration within the first year. This section does not compel registration of all marks used in interstate commerce, etc., but it is certainly a step in that direction and is aimed to bring into the public records as many trade-marks in actual use as possible so that a search of such records may be more nearly complete than at present. There is apparently nothing to prevent registration under this section preliminary to registration on the secondary register described above, the latter registration having some advantages over the former.

In the recent Patent Office proceeding involving the original registration of the words "Malted Milk"* the owners of this registration attempted to prevent its cancellation by inserting in the record a disclaimer to the right to

*PRINTERS' INK, Sept. 7, 1922, page 33.

The Grand Rapids FURNITURE RECORD

**Your Last Chance
To Reach 5,541 Dealer Readers,
With An Average Buying-Power
Of More Than \$100,000.00,
Before The Midwinter Furniture
Markets**

First forms close November 15th, final forms
November 26th. All copies in the mails
December 1st.

Yes—our service department will prepare
copy and layout following your suggestions.
Write or Wire reservations immediately.

Accredited Members the A.B.P. and A.B.C.

THE GRAND RAPIDS FURNITURE RECORD

Grand Rapids, Michigan

VICTOR B. BAER CO.
1205 Broadway
Room 804
New York City

EDWARD R. FORD CO.
53 W. Jackson Blvd.
Chicago, Ill.

SAM LEAVICK
924 Union Trust Bldg.
Cincinnati, Ohio



THE Circulation of The Indianapolis Star, Daily, for the month of October was in excess of 100,000.

In October, as has been the situation since October, 1921, the circulation of The Indianapolis Sunday Star was greater than that of any other Indianapolis newspaper, or any paper in Indiana.

Foreign Representatives

KELLY-SMITH Co.,
Marbridge Bldg., New York

KELLY-SMITH Co.,
Lytton Bldg., Chicago

R. J. BIDWELL Co.,
742 Market St., San Francisco

Yes, there is a circulation war in Indianapolis. The Indianapolis Star started a contest. Within less than two weeks, The Indianapolis News departed from its long-time established policy and duplicated, or rather copied, The Star. Both newspapers are giving houses, automobiles, etc., as prizes. The Star's prize list totals \$32,000. The News went The Star one better, making its total \$50,000.

the exclusive use of these words but the Patent Office held that there is no provision of law permitting the entry of disclaimers affecting registered trade-marks and decreed the cancellation of the mark. The proposed new act contains a specific authority for the entry of such disclaimers. This proviso will avoid, or at least afford facilities for the avoidance, of many conflicts without prejudicing registrants who by reason of early registration possess valuable evidence of their rights.

The term of registration is fixed at twenty years as in the 1905 act, but in providing that certificates issued under previous acts and in force when the new act shall take effect shall remain in force for the period for which they were issued, the committee evidently lost sight of the fact that the act of 1920 placed no time limit on registrations thereunder. As the 1920 register is being supplanted by another somewhat similar register under the proposed new act, it would seem as though registrants under the 1920 act should be required within twenty years to renew or re-register under the new act.

WOULD PERMIT PLURAL REGISTRATIONS

Section 12 of the Committee draft contains one of the most interesting proposals in the bill. While the Supreme Court has held in at least two recent cases that the same trade-mark may be simultaneously owned and used in different parts of the United States by separate firms, the Patent Office has so far refused and apparently no one has yet attempted to compel the Office to register the same mark to two or more such firms. The Bar Association bill, if enacted, will permit plural registrations of the same mark where "it can be shown to the satisfaction of the Commissioner of Patents, that neither confusion of goods nor deception of the public is likely to result from such plural use."

In connection with Opposition proceedings, the Committee has

failed to modify the present provision that the complete statement of opposition must be filed within the thirty-day period of publication.

By no longer holding the Patent Office responsible for knowledge of unregistered marks (referred to in the present act as "known" marks) the Committee has not only placed a greater value on registration but has deleted from the law provisions altogether insusceptible of fulfillment and with which no Patent Office administration has ever attempted to comply.

In the matter of the assignments, the new draft is subject to the same criticism as the old, namely that it does not compel the Commissioner of Patents to keep a record of trade-mark assignments separate from that of patents and copyrights; it does not provide for the notation of assignments on the original certificate of registration; and permits the issuance by the Office of a certified copy of a registration of which an assignment has been recorded without including mention of such assignment in said certified copy. Under the new provision, it will apparently still be necessary that assignments identify registrations by number and date, something which very few bills of sale actually do.

Section 24 of the new draft provides for the registration as trade-marks of "names or devices used by any person, firm, corporation, union, agricultural or other association, club, fraternal society, institution or organization, in commerce with foreign nations or among the several States or with Indian tribes." According to the Committee résumé, this section is to take care of service marks, "such as union labels, marks used by co-operative marketing groups, agricultural societies and the like, community marks, railroad names, marks used by transportation companies in general, hotels, laundries, colleges, societies, and clubs." It is doubtful, however, if this Section really authorizes the registration of group or "col-

lective" trade-marks any more than does the present act under which it has been held that only where the "owner" of the mark is also the "user" (which is not the case with most community and co-operative marks) can registration be had in the name of the collectivity.

The draft provides that all applications for registration of trade-marks under existing laws which are pending in the Patent Office at the time the new act goes into effect may be amended to bring them under the new act. As an application may stay in the Patent Office now for one year without action on the part of the applicant, this clause will undoubtedly result in retarding the work of the Patent Office, should the proposed new legislation ever reach a stage where its passage by Congress within the year seems probable.

The new act fails to correct two important defects of the present acts, namely the concurrent jurisdiction of the Examiner of Trade-mark Applications and the Examiner of Trade-mark Interferences; and the practice of rejecting applications and putting them into interference after the original examination and thirty days' publication has been completed.

The provision of the Act of 1920 framed by and inserted in that Act at the request of the writer in order to live up to our obligations under certain International Conventions and which provides for the punishment and prevention of the use of false designations of origin has been very happily extended in the new draft to cover not only false designations of origin but also "any false description or representation including words or other symbols, tending falsely to identify the origin of the merchandise, or falsely to describe or represent the same." As under the present act, action may be brought by trade associations, etc.

The proposed new Act provides for several changes in the procedure involved in trade-mark lawsuits, permitting trade-mark

application cases to be carried to the Supreme Court in certain cases; permitting a Patent Office record in a contested case to be reviewed by a District Court of the United States which may either on the basis of such record or subject to the presentation of additional evidence grant complete relief not only against unwarranted registration but against unwarranted use; and making the way of the infringer uncomfortable at all times so far as this is possible to do so. In this connection, several sections of the Copyright Act have been re-enacted into the trade-mark Act, one of these allowing to the prevailing party in any proceeding under the act "a reasonable attorney's fee as part of the costs."

PROTECTION FOR EXCLUSIVE AGENTS

Having in mind probably the recent decision in the Java rice powder case where an importer bought the genuine powder abroad and then sold it here in competition with the exclusive agents of the French manufacturer, the Committee has tightened up that section of the Act preventing importation of infringing merchandise so as to prevent importation of merchandise bearing a registered trade-mark without the consent of the registrant in writing.

Conspicuous, as a result of its absence, from the Committee draft is the present requirement that foreign applicants show registration in their own country. The Committee explains this omission by stating that it was chiefly concerned with protecting the consumer in this country and that if a trade-mark comes to mean a certain thing in this country, there is no reason why it should be denied registration simply because it is not registered in some foreign country. This apparent abandonment of the exaction of a certified copy of the foreign registration in the case of a foreign applicant, while apparently facilitating the path of the foreign applicant, at the same time places him on the same plane with the domestic applicant and

KIRSCH MANUFACTURING COMPANY

KIRSCH FLAT CURTAIN RODS
UPHOLSTERY HARDWARE

STUNGIS, MICH. U.S.A.

ARTHUR W. EVANS,
Advertising Manager

August 25, 1922

Mr. Roger A. Johnstone,
c/o The Modern Friscilla,
People's Gas Building,
Chicago, Illinois.

Dear Mr. Johnstone:

In response to your letter of August 25th, I am pleased to tell you that Modern Friscilla is not only one of the top-notchers, but it is the top-notch in cost per inquiry of all the publications used in our recent spring campaign.

The Modern Friscilla is one of the sure things on our list.

Modern Friscilla led the field this spring with an inquiry cost of 17¢.

Yours very truly,

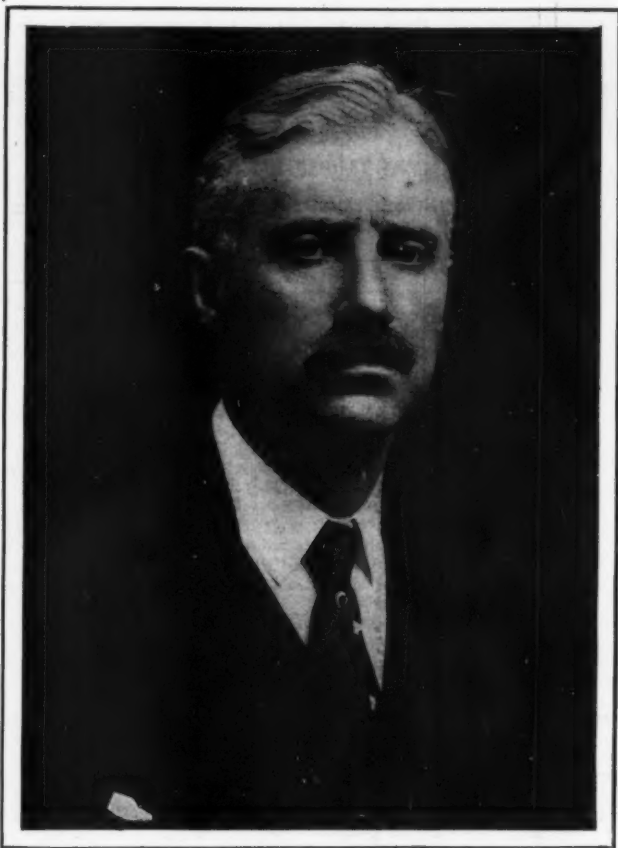
KIRSCH MANUFACTURING COMPANY

AWE:ES

Arthur W. Evans
Advertising Manager

and should be a "sure thing" with every maker of household utilities. It displays his name to probable rather than possible purchasers.





(C) Clinedinst.

Bainbridge Colby, Secretary of State under Wilson, Tells Why He Reads The Outlook

LET me say how splendidly I think you are doing with The Outlook. It is the happiest possible combination of a popular and a serious magazine, and its sanity and enlightenment and respect for truth give it deservedly a very outstanding position.

Bainbridge Colby

requires him to show actual use and ownership in commerce with the United States or among the several States, something which he is not required to do under the present Acts.

The Committee and particularly its Chairman is to be congratulated on the approval of their labors by the Bar Association and it is hoped that the bill may soon receive the earnest attention of Congress. There is presumably little hope for serious consideration of any bill of this sort at the short session of Congress but much may be accomplished at the next regular session. Subject to correction by appropriate amendment, enactment of it should substantially improve the present position of trade-mark users, their advertising counsel and the buying public.

The Difference between a Salesman and a Clerk

IF we had the shaping of languages, and the making of dictionaries in our hands, there is one word we would now obliterate from the vocabulary of man. It is the word "clerk." Has ever a word become more useless? How many of us carry it about with us, tied to us, serving no earthly purpose, like an appendix, better off than on. Somebody once said: "There are three classes in modern business; the 'works,' the 'shirks,' and the 'clerks.'" He was wrong; there are only two, and you know what they are.

A long time ago, a "clerk" was defined as any person who could read and write. To be a clerk was to be a man of learning. But under present conditions of widespread education and occupational specialization, to call a modern retail salesperson a clerk is to be flagrantly guilty of misnaming a profession. Even the dictionary, a somewhat dubious standby at times, does not completely sanction the use of the word "clerk" when it says, "sometimes colloquially applied in the United States to

include salespeople or assistants."

"He was what they called a clerk, in what they called a store, up in the huckleberry district," says Oliver Wendell Holmes in one of his little satirics. He makes pretty plain, doesn't he, the difference between being called a clerk, and being one.

The difference between being that misnomer, a clerk, and being a salesman, is the difference between assuming apathy toward the job and liking it, between waiting for customers and making them, between leading a pointless existence and setting a goal, between having to be directed in every little thing and directing things, between a form of mental slavery and complete mental liberty.—
From "The Voice of the Victor."

Better Business Commission on "Truth-in-Fabric" Laws

The resolution on truth-in-fabric legislation, passed at the recent Washington Conference of the National Better Business Commission, which has been interpreted as an endorsement of the French-Capper Bill, is not a specific endorsement of that bill, but a statement of approval of the principles back of truth-in-fabric legislation, William P. Green, director of the National Vigilance Committee and president of the commission informs **PRINTERS' INK**. The resolution, in question, reads as follows:

"WHEREAS, the National Better Business Commission, recognizing the fact that misrepresentation as to materials in fabrics is a fraud on the public, results in competition unfair and prejudicial to legitimate business, and,

"WHEREAS, notwithstanding the fact that many manufacturers, distributors, and advertisers of fabrics do label, brand and advertise their product truthfully, nevertheless certain others label, brand and advertise their product untruthfully and in a deceptive and misleading manner, and have failed or refused to label, brand and advertise their product according to the actual materials therein, and,

"WHEREAS, there is need for Federal legislation to take care of these cases and conditions where moral suasion and education will not bring about the desired result,

BE IT RESOLVED: That the National Better Business Commission endorses the idea underlying and the principle involved in proposed truth-in-fabric legislation now pending before Congress insofar as it aims to protect the public against imposition and fraud, but opposes any proposed truth-in-fabric legislation that covers only a part of the need and does not embrace all fabrics."

The Place of Advertising in Modern Marketing

A Summary of Its Benefits Bestowed on Buyer and Seller

By Paul T. Cherington

THE market is the meeting place of the forces of production and consumption. Marketing and markets are concerned with the contact of buyers and sellers in a trading mood. If the law of supply and demand still stands as a sound economic principle, why do we always discuss the changes in supply but seldom give due attention to the nature of demand? It is because it is so difficult to discuss demand without seeming to be abstract and unreal. For over a century the conditions surrounding production have been undergoing a series of changes commonly referred to as the "industrial revolution." These changes have to do mainly with the *supply* side of the equation. Lately an increased amount of attention has been directed to the fact that the *demand* factor also has been changing both in form and in its relation to the equation as a whole, but progress in discussion of demand has been difficult and slow.

Any discussion of present-day markets must start with the assumption that large-scale production is the typical modern form of supply for most of what humanity "demands" (using this term in its economic sense of the ability and inclination of humanity to buy). The main advantage of the large-scale system of manufacture lies in the fact that it does produce both economically and swiftly, and therefore cheaply, articles which by hand labor could be produced only slowly and at much greater cost. But this advantage may not reach the consumer if there is undue waste or needless cost in getting the product into and through the market.

From an address before the New York Advertising Club.

Government commissions and economists and others are now reminding us that in many instances half or more of the consumer's price is paid for the marketing of goods after they have been made by this method of mass, or factory production. The fact is that the costs of distribution are high. Undoubtedly the combined cost of factory production and large-scale marketing is less than the cost of hand production would be, but that is not the real point. Are distribution costs as low as they could be and should be? To this there is only one answer. In many cases they are not.

Public and scientific knowledge of the mechanism of merchandise distribution has spread rapidly in recent years. During the past three years no less than seven books have been published in this country dealing with "marketing," as a general subject, to say nothing of books on special phases of merchandise distribution. Moreover, department stores, chain stores, self-serving stores, branch houses and co-operative enterprises and several new types of wholesale house all are the products of the current effort to improve the machinery of distribution making it a fit complement to the large-scale system of production. But in a large measure these efforts have been devoted to improving and facilitating supply, and have dealt only indirectly with demand.

What has been done or can be done about the demand factor in the equation? Demand implies both the ability and the inclination to buy. The ability to buy closely follows individual and social wealth, which are problems too complex to be entered into here. In passing; it may be said,

Open Letters to Advertising Agents

The NATION'S BUSINESS



Published by
The CHAMBER of COMMERCE of
the UNITED STATES of AMERICA

Washington

November Sixth.

Dear Mr. Lee:

In making plans for your client The United States Rubber Company, during the coming year, we believe you will be interested in considering The NATION'S BUSINESS for the following reasons:

First - its audience is made up of 75,000 men - who are the successful business leaders of their own communities. That they are automobile tire users goes without saying. That they can afford the best is obvious. Its use for Royal Cords is justified by this passenger car market alone.

But an equally important reason for selling this audience thoroughly is the fact that these same 75,000 men are the heart of the business market where great quantities of truck tires are consumed.

The NATION'S BUSINESS rate is not doubled because of this double buying power of our audience. As a matter of fact our rate is only about half the average class rate.

With heartiest good wishes,

Yours very truly,

Victor Huxford

Director of Advertising

Mr. J. W. Lee, Jr., Pres.,
George Iyer Agency,
45 Broadway,
New York, N. Y.

THE NATION'S BUSINESS.

FROM THE NATION'S BUSINESS

however, that in the United States wealth is more widely distributed than ever before and that opportunities to get more than the "marginal" wage and to progress into substantial accumulation of wealth are in this country comparatively widespread. The significant point for us is the fact that the ability of the market to consume seldom is the limiting factor on production or sale.

Willingness to consume is a different matter. We do not buy as a result of a majority vote. We buy as a result of individual decisions. These often are shaped largely by the opinions of others, they are restricted by what is made accessible to us, but finally and always they are our own individual decisions. Under simple conditions of supply and demand, these choices are influenced by the personality of the seller bearing directly on the personality of the buyer and resulting in a "meeting of minds." Under the indirect conditions of large-scale production and distribution, this direct contact between producer and consumer is difficult to achieve, and is apt to be costly. And yet the underlying nature of the task of selling makes the final act of purchase the result of just as rigidly individual a decision as it ever was, although it is subject to certain mob psychology influences.

One of the most important features of these direct contacts between producer and the consumer in process of decision to buy is the guarantee of integrity which such contacts make easy. The need for a guarantee of integrity is even greater under complex than under simpler conditions. In frontier days, one man bought a horse from another, each accepted the other as an expert in horse lore, each recognized the necessity for keeping his wits about him, and each accepted as a matter of course, the full measure of chagrin or loss due to a lapse of vigilance on his own part. But actual lying or dishonesty on either side became a moral matter.

By way of contrast, under

present conditions, the producer knows all about his product, the consumer knows nothing, and the distributor knows as much as he cares to find out. Nor is it expected that consumers can become even passably expert buyers of more than a few of the articles they must constantly be purchasing. Hence, it is no idle platitude to say that more than ever before the consumer, in making his decision to purchase or not to purchase, is obliged to depend on contact with someone who knows. Under these circumstances, what can be more useful to him than honest statements of those facts about the goods which will help him to intelligent purchase? And who can better supply these facts than he who knows them and is willing to assume responsibility for what he says?

This is the great service of advertising. It establishes for the consumer by a cheap, swift and effective method a contact with trustworthy sources of useful suggestion and real knowledge in countless purchases by the help of which those purchases can be made with assurance. The decision to purchase is his alone, without the decision there is no willingness to buy. There can be no disputing the assertion that it is a real economic gain for the consumer in making those decisions which together comprise "demand" to be able to get suggestions and knowledge from those who know the truth about the goods to be bought, and whose whole success as producers or distributors depends on their telling the truth about them.

Advertising looked at in this way is seen to be a device for saving effort and cost in establishing contacts valuable for the consumer. These contacts not only stimulate his desires to purchase according to his ability, but direct him in forming those decisions about his purchases which make up "demand." The main task of advertising is to help restore the balance between supply and demand, and at the same time to make demand more intelligent.

9, 1922

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PERSONALITY: *The sum of the qualities peculiar to a person or thing, distinguishing it from other persons or things*



Influence

GOOD HOUSEKEEPING is having a pronounced effect upon the taste of the country. It is doing so by preaching the gospel of beauty—preaching it constantly—and its influence is being felt in innumerable ways by the consumer and the manufacturer.

There is the Department of Furnishings and Decorations, for instance. It is a real department, equipped with a working studio where model rooms are planned and furnished completely—using only furniture and accessories which are available to the consumer—and identifiable.

In slightly more than a year the Department has sold 52,556 folios, leaflets, and questionnaires relating to interior decoration and home furnishing.

It is a fine thing to discuss in the pages of the magazine a reorientation of taste. But it is something else to build up a magazine-personality so strong that it induces the women of the country to buy folios and leaflets for the sole purpose of rearranging and redecorating their homes—involving plans for the carefully and expertly advised purchase of furniture, floor and wall coverings, lamps, upholstery materials, draperies, etc.

These are not idle inquiries, but are based upon needs. They represent action. They represent influence.

To anyone interested, we shall be glad to send the Creed of Good Housekeeping's Studio of Furnishings and Decorations.

GOOD HOUSEKEEPING

119 West Fortieth Street, New York City

INFLUENCE: *Is the inevitable result of personality*

GROW

Hearst's International



Hearst's

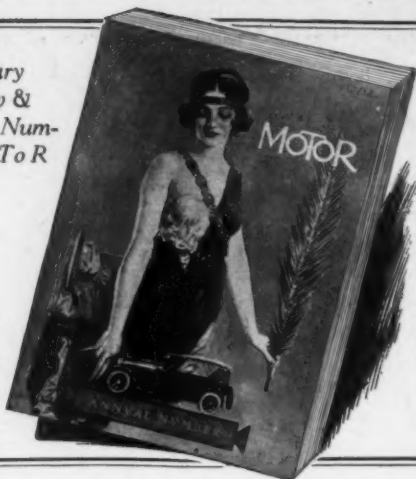
MAY—NOVEMBER

T*he print requirements
for MAY were 281,000—
for NOVEMBER 452,600—
what more need we say?*

RICHARD H. WALDO
Publisher

st's International

*The January
1923 Show &
Reference Num-
ber of MoToR*



*Forms
Close
December
First*

The Cover Design

AN attractive front cover design on a magazine invites every beholder to read the inside pages. This, of course, is an invaluable asset to advertisers.

The illustration for the front cover of the Annual Show and Reference Number of MoToR is the work of Howard Chandler Christy, recognized everywhere as one of America's foremost artists.

The printing is in four colors and gold, resulting in an effect that instantly catches the eye and holds it.

Your advertising in the Annual January Show and Reference Number of MoToR will be more effective as a result of our efforts to make the cover design an invitation to read your announcement.

MOTOR

"The National Magazine of Motoring"

119 West 40th Street
New York City

Hearst Bldg.
Chicago

Kresge Bldg.
Detroit



This Man Says Furniture Cannot Be Advertised to User

But There Is Evidence That Proves He Is Mistaken

TENNESSEE FURNITURE CORPORATION
CHATTANOOGA, TENN.

Editor of *PRINTERS' INK*:

The other day I had a conversation with a man who has been a close student of advertising, as to the possibility of advertising furniture, trade-marked to the consumer. He tells me that this would be out of the question from the very nature of the product—basing most of his argument on the fact that the consumer buys furniture from his favorite retailer without any regard to the manufacturer's name. Do you think that he is right?

TENNESSEE FURNITURE CORPORATION,
JOSEPH H. LANE.

MR. LANE'S informant is at least twenty years behind the times. Where has he been hibernating that he does not know that there are several successful furniture advertisers in this country?

What this "close student" says of furniture was once said of practically every article that is now widely advertised. It was bought from a trusted retailer without any regard as to who manufactured it. Run over a list of just a few well-advertised products, such as crackers, pipes, lingerie, trunks, garden seeds, men's clothing, shoes, candy, soap, kitchen utensils and you will recall that all of these were at one time bought solely on a dealer's recommendation and yet the advertising of these things has not been found to "be out of the question from the very nature of the product."

While it is true that furniture has not been advertised in proportion to the importance of the industry, still it is true that the advertising pioneers in the business have demonstrated unmistakably that furniture is no different from food or clothing or any other product in its advertising possibilities. We would say that not only can furniture be advertised but also that it must be advertised because of the "very nature of the product."

It is a well-known fact, proved

thousands of times in numerous lines, that where the manufacturer's name does not figure in the retail sale of his product he soon loses his feeling of responsibility. If the people who use his goods do not even know of him, why should he have any pride in his merchandise? Why should he try to maintain his ideals? The only thing he has to look out for is to get the retailer's orders. With all his efforts bent in that direction, he is likely to do anything that he has to do to satisfy the retailer. Under these conditions, other things being nearly equal, price soon becomes the controlling factor in the sale. If the prices that he has to quote do not show him a profit, it is only natural for the manufacturer to take something out of his product. He has to, or else go out of business.

Thus we see that in the furniture business as in every other business, the manufacturer without a trade-mark is like a ship without a rudder. He is helplessly buffeted by every whim of the trade. Without a trade-mark he cannot build good-will because he has no medium through which it can be communicated to the consumer.

A MATTER OF RESPONSIBILITY

From the standpoint of the retailer, the selling of untrade-marked goods is even more difficult. Too much responsibility is thrown on his shoulders. To be able to give impartial, honest and intelligent advice to his customers, he would have to be an expert in every line that he handles. This is an obvious impossibility. Since all the responsibility was his, he had to stand back of everything he sold, but how could he do this when he knew so little about the merchandise?

The furniture business is a star example of what happens when

these conditions prevail. Up to a few years ago, the hodge-podge character of the furniture to be found in the average home suggested a sad commentary on the merchandising standards of the industry. Bad taste was the rule. The art of the interior decorator had received little recognition. In many cases the quality of the furniture was conspicuously poor. Misrepresentation as to the kind of wood in the furniture was quite prevalent. We believe most of this was unintentional. Neither the retailer nor the manufacturer should be blamed for this situation, as they were both victims of the state of affairs into which the business had fallen.

Happily the industry is no longer in this plight. Several factors have contributed to the change, among which may be mentioned the increasing appreciation of the art of interior decoration, the better education of the trade itself and advertising which not only restored the manufacturer's responsibility in his goods but also gave him a chance to get in touch with the ultimate buyer of his product. Of course there is still much room for progress, but at least a good beginning has been made.

BERKEY & GAY'S ADVERTISING EXPERIENCE

We showed Mr. Lane's letter to several furniture advertisers. The brief extracts from their replies which are quoted herewith confirm the observations which we have already made to Mr. Lane. "If the opinion of this 'close student of advertising' is truly conscientious on his part," says the Berkey & Gay Furniture Company, "we are convinced that any expression of our views and experiences would not help matters.

"We are inclined to assume, moreover, that his view on the question of trade-marked furniture is entirely a hypothetical one and therefore ridiculous.

"If it has been futile to trade-mark Berkey & Gay furniture, why then, by the same token, have

not the Cadillac, Victrola, Hart Schaffner & Marx, Campbell's Soups and a score of others relied solely on the retailer and on the confidence that his customers have in what he says, regardless of what the manufacturer may say?"

In like vein is the following letter from Max Englander, president of the Englander Spring Bed Company, of Brooklyn: "Regarding the possibility of advertising furniture, trade-marked to the public, it seems to me that the answer is self-evident from the fact that a number of furniture manufacturers are doing exactly this sort of thing and have been for some time.

"Berkey & Gay advertise bedroom and dining-room furniture; Karpen and Singer, living-room furniture; Kroehler, davenport and davenport suites; Royal Easy Chair Co., Royal Easy Chairs and living-room suites; Simmons, Englander, Greenpoint and Manhattan Rome Co. advertise beds, etc. In addition to this, as you must know, kitchen cabinets, refrigerators and other specialties are advertised.

"As a matter of fact the possibility of advertising furniture trade-marked to the consumer has such great possibilities that within a short time there will be launched a so-called Home Furnishing Styles Association, which numbers about 200 dealer members throughout the country and which will introduce to the public through advertising, a line of so-called Triple Guarantee furniture which will not only be trade-marked, but will be nationally advertised to sell at a definite price.

"This movement will, in a measure, be revolutionary, in that it will not only give the public the opportunity to know what it is buying, covered by the Triple Guarantee of the manufacturer, dealer and the Association, but will also let the public know that this furniture is obtainable in exactly the same way the public today is buying an automobile or a phonograph.

"So far as your query relates to

Subject: Professional Ethics

Gentlemen:

Certain manufacturers have built up their business through a shrewd and accurate cultivation of the profession or professions to which they look for much of their recommendation. The chemical manufacturer depends upon the physician and the pharmacist. Other manufacturers depend upon the dentist. Then, there are manufacturers who must look to the engineer or the architect for such endorsement as will make them successful in a large way. There are food specialists and soil specialists and dozens of others whose influence is very great in promoting the welfare of good products.

To be sure, sometimes the manufacturer will come to what he believes is the parting of the ways where he can get no farther by catering to the profession or abiding by their so-called ethics. It is a serious matter, however, to break off abruptly from old associations.

The guidance of some advertising agency of experience in your particular line is certainly desirable. Such an advertising agency ought to understand thoroughly the process of gradually weaning away from the old professional associations without suddenly and crudely exciting the ire of old professional friends.

Everybody appreciates the appropriateness of not kicking down the ladder by which the climb to success has been made. Very often a firm can make a new move, even a radical move, but it does it in such a way that very few of the old friends will be offended; in fact most of them will recognize that the firm is doing what it ought to do, but in such a way that it does not stir up a lot of trouble.

Some manufacturers and some advertising agencies are just naturally "limelight seekers." They want to make people believe that they hold the center of the stage and that everything which they do is most important. Some get away with it, but most people do not like to draw the concentrated attack of most of their competitors by making a new move in such a radical and flamboyant way that it upsets trade generally.

Very truly yours,

M. P. Gould Company

60 W. 35th St., N. Y.

Advertising Agency

Charter Member A. A. A. A.

The next letter in this series will appear in PRINTERS' INK, issue of Nov. 23.

Unjust Trade Custom

Sometimes it is necessary to tread on the toes of precedent to lift a business above the level of competition.

This is well illustrated in the case of a live-stock commission merchant who was able, through the medium of a single letter, within less than two weeks, to secure more hog business than he could handle.

This is an instance where the advertising counsel saw, not the opportunity to write a letter, but the opportunity to correct an unjust trade custom.

L. ROY CURTISS

Merchandising and Advertising Counsel
Aeolian Hall New York



Merchandising or advertising counsel is constructive only when it penetrates to the root of business conditions

our own business, I can only say that we would not enjoy the largest business of this kind in America had it not been for our consistent advertising campaign with every article that emanates from our factory trade-marked with the name Englander."

In commenting on Mr. Lane's inquiry, C. H. Kaletzki, who handles the advertising of The Elgin A. Simonds Company, had this to say: "It is true that most furniture stores have merely sold furniture without reference to the particular class or even the name of the manufacturer. Furniture has been furniture to the dealer.

"The experience of The Elgin A. Simonds Company has proved conclusively, however, that furniture can be advertised, although this company does not believe in advertising any one specific number in its line. By advertising the name of The Elgin A. Simonds Company, and creating a spirit of friendliness toward that name, this company has succeeded in causing many prospective purchasers of furniture to mention the Simonds name when looking over lines.

"Since this advertising has been running, the number of accounts handled by the Simonds company has increased materially and many stores, which formerly showed Simonds furniture along with all others without identification, now point with pride to the Simonds label.

"This company has succeeded in drawing hundreds of inquiries each month by offering a book on interior decoration. Recent questionnaires have proved that dealers across the country are profiting from these inquiries."

Here is what the Kroehler Mfg. Company has to say on the subject: "Without question the influence of the retailer on the consumer in the purchase of furniture is substantial. Nevertheless the up-to-date furniture merchant who considers all the advantages that may accrue to him from the utilization of every merchandising factor, handles nationally advertised lines of furniture.

"The Kroehler Manufacturing Company, in its copy, has always found room for the admonition, 'Look for the Kroehler Trade-Mark.' In the past we have had the trade-mark on our Davenport Beds on the spring construction of the bed. We have just placed an order for small plates, bearing our trade-mark, to be placed on the back of every piece of furniture leaving the Kroehler factories.

"As to the concrete results of such an advertising programme as we have conducted through the past fifteen years, I wish to say the concrete results are that the Kroehler Manufacturing Company, with a possible output of \$8,000,000 in trade-marked furniture per annum, was obliged on September 8 to commence advising its customers that our product is sold until January 1 and no more orders can be filled.

"For next year we will spend in excess of a quarter-million dollars in advertising trade-marked furniture."

S. KARPEN & BROS. INSIST THEY ARE ADVERTISERS

Here is more proof as to the profitability of furniture advertising. It is from S. Karpen & Bros., of Chicago. Says Mr. Field of the company: "To refute the statement that advertising furniture trade-marked to the consumer would be out of the question, we simply point to our own experience, as we believe that the record of our own advertising and its results proves conclusively that it can be done successfully.

"We were not only pioneers in furniture advertising, but were among the first to trade-mark furniture, and for more than twenty-five years the Karpen trade-mark and the quality attributes it signifies has been emphasized in our copy.

"In fact, the Karpen trade-mark and the guaranty it carried formed the basis and inspiration for much of our good-will copy. It was soon recognized as a mark of quality and a guaranty of dependable goods. Furthermore, it distinguished Karpen furniture from

unknown makes and enabled the consumer to identify our goods. It served not only to give Karpen furniture individuality in the consumers' mind, but educated them to buy furniture with more discretion and to desire better furniture.

"Until very recent years there was probably no other line of upholstered furniture that was nationally known or purchased by name. We know positively that consumers ask for Karpen furniture, and in instances too numerous to recall, consumers have written to us direct, saying that furniture had been represented to them as Karpen, but they could not find our trade-mark.

"The dealer himself has profited immeasurably by our trade-mark and by our national advertising. The trade-mark guaranty on all Karpen furniture is an invaluable selling point, and that dealers recognize the value of our national advertising to their own store, and the use of our name, is proved by the local advertisements of Karpen furniture by first-class furniture dealers everywhere.

"In conclusion, we would emphasize the fact that we credit our exploitation of the Karpen trade-mark through national mediums with a very important part in our business growth and success."

LIKE OTHER MERCHANDISE

Robert C. Hamilton, sales manager of Showers Brothers Company, of Bloomington, Ind., expresses this opinion: "There is no logical reason why furniture of merit cannot be trade-marked and advertised to the consumer as effectively as any other commodity.

"The notable success achieved by certain manufacturers of furniture who have trade-marked their product, such as S. Karpen & Bros., Simonds Co., Kroehler Mfg. Co., Royal Easy Chair Co., etc., is in our opinion sufficient proof that furniture can be successfully advertised to the consumer."

We think that introduces enough evidence to disprove the conten-

tion of the "close student." As to just how the furniture manufacturer should advertise, it all depends on the type of his business. The maker of a specialty does not seem to have much trouble in advertising. The producer of a varied line has a harder problem to solve. There is no reason, however, why he cannot popularize his name and his trade-mark. The advisability of trade-marking is established beyond question. If there is nothing else to advertise, why not make the trade-mark and what it stands for known to the buying public? That is being done in other fields.

As we said before, the art of the interior decorator is coming to have a large influence on the furniture business. When a decorator is consulted, a room is furnished according to the individual prescription that was specially made for it. The furniture going into that room is assembled in harmony with the requirements of each room. This movement is throwing much of the furniture business into the selling of odd pieces rather than sets. But these, too, can be trade-marked and advertised. In fact, there is already a considerable group of advertisers in this division of the industry such as the New York Galleries, William Leaven & Co., Inc., and Winthrop Furniture Co., both of Boston, Kensington Mfg. Company of New York, Erskine-Danforth Corporation, etc. In commenting on this development the New York Galleries told us: "We hold to the opinion that the volume of sales of furniture may be increased by trade-mark advertising to the consumer, provided the product offered has particular merit of design, and the other essential qualifications.

"We have not found it necessary to use any other trade-mark beyond establishing the name of our company in connection with furniture, suggestion and service. With this in mind for many years, we have succeeded in doing a satisfactory volume of business with a desirable class of customers."—[Ed. PRINTERS' INK.



"Go after the Big-uns"

YOU cannot land a "musky" with tackle made for croppies. Small ideas are poor bait for big business. Dominance is the difference between business *blindness* and *expanding vision*.

To dominate—to be the representative leader in your field—to hold first place on quality and generalship—that is a winning which is *real*.

Upon request, we will send "The Interlocking Program" to executives



McJunkin Advertising Company

Five South Wabash Avenue, CHICAGO

THE ERICKSON COMPANY

Advertising

381 FOURTH AVENUE, NEW YORK



*If you want to know about our work, watch
the advertising of the following products:*

BON AMI

CONGOLEUM RUGS

VALSPAR VARNISH

INTERWOVEN SOCKS

GRINNELL SPRINKLERS

WELLSWORTH GLASSES

McCUTCHEON LINENS

BARRETT EVERLASTIC ROOFINGS

PETER SCHUYLER CIGARS

TERRA COTTA

TARVIA

IMPORTERS & TRADERS NATIONAL BANK

WALLACE SILVER

CARBOSOTA

NEW-SKIN

BERNHARD ULMANN CO.
(ART NEEDLEWORK PRODUCTS)

"QUEEN-MAKE" WASH DRESSES

BARRETT SPECIFICATION ROOFS

What we've done for others we can do for you.

Advertising Gives Reassurance to Users of Coal

The Richardson & Boynton Company Gives Householders Some Timely Hints

WHILE the coal operators maintain a dignified and more or less discreet silence about a product the country needs so much, and about which so much timely information could be given, manufacturers in corollary lines are acting in a more helpful manner.

There is no doubt that the average householder is worried about the coal situation. He has been able to get some wood, soft coal, coke and anthracite in the small sizes, but he may have been warned by the Board of Fire Underwriters and by insurance companies that perhaps his furnace is not adapted to all of these substitutes, and that there may be a certain amount of danger connected with the use of some of them.

In this contingency the Richardson & Boynton Company, maker of boilers and furnaces, has reassured its customers by means of paid advertising. Although the company has no need of trying to sell merchandise at the present time, since there is a great demand for its goods and the factory is oversold nearly six months ahead, the company is nevertheless spending money to give hints to householders so that they will take full advantage of everything possible in connection with their problem of getting and burning coal. The Richardson & Boynton Company has given notice to owners of boilers and furnaces of its manufacture that soft coal, pea coal, coke and wood which can be procured during the emergency can be used in the fire pots and grates of its warm air furnaces and boilers.

"We will be glad to help you with any difficulty or question," the copy states. "Telephone or write. We are here to be of every assistance in the present emergency."

More than half the space in the copy is given up to four helpful hints concerning the burning of coke, wood chunks, soft coal and the very small sizes of anthracite. Brief but helpful directions for the burning of the three substitutes mentioned are given the man who may be in doubt as to what he should do.

In this action by an individual maker of furnaces there is a suggestion to the coal operators. They have undoubtedly let slip a valuable opportunity for getting back some of the good-will which has been lost due to a multitude of causes. A frank statement in paid advertising space, based on facts as to the coal and freight situation would be a great help to householders in all parts of the country. In the meantime the Richardson & Boynton plan of advertising service and help when the product is oversold is a good example of farsighted business judgment.

Nash Sales Almost Double Those of 1921

Sales figures for the first ten months of 1922 show that 95 per cent more Nash cars have been marketed during this period than during the first ten months of last year, according to a statement made by C. W. Nash, president of the Nash Motors Company, Kenosha, Wis. "During the last ninety days there have been three new models added to our line," says Mr. Nash, "and these together with certain new developments in the design and construction have resulted in giving a healthy stimulus to business at a time when it is customary for the industry to expect a slackening in sales."

Elizabeth A. Miele has been made advertising manager of the "Civic Pilot," official organ of the New Jersey League of Women Voters, Newark, N. J.

Marc N. Goodnow has established an advertising service at Los Angeles, Cal., under his own name. He is also editor of *The Home Owner*.

Reducing the Butter and Egg Surplus by Means of Advertising

How Advertising Has Been Used in Newspapers in Chicago, St. Louis and Detroit for This Purpose

By Albert L. Gale

ADVERTISING is being used by the wholesale produce dealers of several American cities to move the surplus stocks of butter and eggs. The perishable character of such foodstuffs, particularly of eggs, has made their distribution a vexing question of the perennial variety. Naturally, there are seasons when the market is overloaded with eggs. The great American hen cannot work at top speed the year round. She has her periods of large productivity, and her seasons of rest and inaction.

To carry just the proper quantity of the output into cold storage for the times when production is low; to move that part of the egg and butter supply which cannot profitably be placed in storage—these have been annually recurring difficulties to bother the heads of the produce men of the nation.

Cold-storage eggs are bought by the wholesale dealers in the spring and early summer months. This year the production of eggs has been uncommonly heavy. Just as this has been a wonderful year for fruit, grain and other crops, so it has been a record year for the hens. A tremendous surplus was in sight months ago. Heavy losses were sure to follow, unless that part of the crop above the normal cold-storage demand for the winter months could be disposed of. The speculators were due for heavy sacrifices as a result of being penalized on their "short" deals, and the actual wholesale handlers of eggs faced the same disastrous outcome.

The answer to the problem may have been long obvious, but it was neglected or, if realized, not applied. It consisted of the simple process of selling the public, at the time when the supply of these

fresh products was most abundant, on the idea of eating more of them.

It is possible to approximate the amount of butter and eggs that should go into cold storage to meet the needs of the country during the months of low production, but it is not possible to regulate production itself.

Weather, the condition of pastures, and other factors influence the supply of milk and, therefore, the quantity of butter manufactured. But even so, the manufacture of butter can be held back or increased, as conditions may warrant.

But the production of eggs can in no way be controlled except by killing or starving the hens. Accordingly the egg problem is the most important of the two.

PRODUCTION BIGGEST IN HISTORY

Seasonal conditions, climatic changes and many other uncontrollable things influence very definitely the egg-laying proclivities of the hen, who is a sensitive creature and a producer only when all the circumstances are favorable. This year they were the most favorable in the history of the industry. Such immense quantities were headed for market that the question, "What are we going to do about it?" was on the lips of every produce man in the United States.

The Chicago Mercantile Exchange was induced to try advertising to the consumer as a solution, and advertising is doing the job exceedingly well. Other cities, notably Detroit and St. Louis, have adopted and are carrying out the programme formulated for Chicago, and favorable results are reported wherever the plan is in operation.

The work of organizing Chi-



Transfer

Where the advertising agent gets off—!

THE DECALCOMANIE LINE

will bring him to his client's door with the set purpose of exploiting the permanent merits of DECALCOMANIE TRANSFER — as against the use of the perishable printed and expensive hand painted signs — and explaining why Decalcomanie is a most important link in his advertising plan.

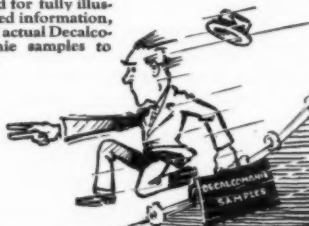
But first, Mr. Advertising Agent, you must know all about

DECALCOMANIE

The transfer that "Goes On Forever"

—And we're real anxious to let you know—for the good of your client—and our mutual profit.

Don't hesitate to send for fully illustrated information, and actual Decalcomanie samples to try.



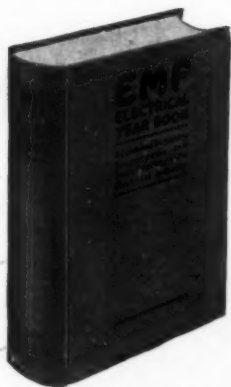
PALM, FECHTELER & CO.

Decalcomanie Pioneers

67 Fifth Avenue, New York

Representatives in all principal cities

Authentic Purchasing Information



The E M F ELECTRICAL YEAR BOOK is the most frequently consulted medium in the electrical field.

8500 copies of the second edition will be in daily use during 1923. Engineers and purchasing agents of utility companies and industrial plants, electrical jobbers, contractors, dealers and other large buyers will rely on it for their purchasing information.

We believe that manufacturers of electrical and closely allied products will find advertising in the E M F ELECTRICAL YEAR BOOK the most productive per dollar of investment that they can buy in this field.

One cost per year—works every day in the year.

Write for rates.

ELECTRICAL TRADE PUBLISHING CO.

53 W. Jackson Blvd., Chicago, Ill.

NEW YORK
280 Madison Ave.

CLEVELAND
5005 Euclid Ave.

Also Publisher of THE JOBBER'S SALESMAN.

23 Ayes and 3 Nays— Votes Fuller's Executive Staff

Weekly Star-Bucks

West

Fuller Brush Co.

69 USES—HEAD TO FOOT—CELLAR TO ATTIC

The Fuller Brush Company, Limited, New York, N. Y.

Articles describing the advertising and sales activities of the Fuller Brush Co. appeared in these issues of the Printers' Ink Publications: (Monthly) "Why Our Business Is Good Now," June, 1921; (Weekly) "How We

Use Advertising to Sell Our Representatives to the Public," May 25, 1922; "Merchandising the Advertising Campaign to the Consumer," September 23, 1920; "How Fuller Brush Co. Puts Advertising behind Its Canvassers," November 9, 1916.

The following officials of the Fuller Brush Company are readers of either *Printers' Ink* or *Printers' Ink Monthly*, or both, as indicated:*

Name	Title	Weekly	Monthly
A. C. Fuller	President	Yes	Yes
F. S. Beveridge	Vice-Pres.	"	"
G. H. Abercrombie	Sales Mgr.	"	"
W. E. Campbell	Secy. to Pres.	"	"
B. F. Hennacy, Jr.	Editor, Fuller Life	"	"
Miriam Pomeroy	" Fuller Bristler	"	"
A. I. Nellis	Supt. Printing and Literature Dept.	No.	"
A. G. Schmidt	Asst. Supt. Ptg. and Literature Dept.	"	"
E. R. Smith	Adv. Manager	Yes	"
W. F. Honer	Asst. Adv. Dept.	"	"
H. M. Cotton	Educational Dir.	"	"
E. Kauffman	Asst. " "	"	"
A. A. Whetstone	Dir. of Corres.	No.	"

* Information furnished by the Fuller Brush Company.

THE PRINTERS' INK PUBLICATIONS

PRINTERS' INK

PRINTERS' INK MONTHLY

The Weekly Journal of Advertising *An Illustrated Magazine of Advertising, Sales and Marketing*
Established 1888 by GEORGE P. ROWELL

185 Madison Avenue, Corner of 34th Street, New York

gramme be carried out in that city.

Definite results can scarcely be summarized or reported at this time, because the proposition has not had the opportunity to "take hold" that must in fairness be accorded any new advertising appeal. But scattering results are apparent, and all these are steadily crystallizing in a substantial trend toward the desired goal.

Eggs going bad, butter turning rancid, fruit rotting on the ground; who will say that these have not long represented a vast economic problem? And who can say that the seriousness of that problem has not been intensified by the failure to consider the ultimate consumer as the one factor capable of providing the right answer? The present job of the produce men is to sell butter and eggs to the men and women of the nation; to increase the consumption of these products by means of agreeable suggestions in straight advertising copy.

Will Represent Consolidated Press in Chicago

Dickinson K. Murfree, for three years with *Better Farming* and *Household Guest*, has been appointed Chicago representative of the Consolidated Press Limited, Toronto. John R. Thompson, formerly with A. McKim, Ltd., Montreal advertising agency, is associated with Mr. Murfree and will represent the trade papers of the Consolidated Press Ltd. Mr. Murfree will represent *Saturday Night*, *Canadian Home Journal* and *The Canadian Farmer*.

"Sun-Maid" Ice Cream Advertised

Sun-Maid Raisins are being advertised in the newspapers through the medium of ice cream. A large dish of ice cream is shown and the caption, "Order Raisin Ice Cream," prominently displayed. The nutritive value of raisin ice cream is given in the copy as well as the injunction to ask for it at the soda fountains and order it for home use in bricks.

Woolen Account for George Batten Co.

The Eaton Rapids Woolen Mills, of Eaton Rapids, Mich., have retained George Batten Company, Inc., to handle the advertising for their various products.

Greeting Card Advertising to Be Increased

The Greeting Card Association at its annual convention held recently at Boston decided to nearly double its appropriation for co-operative advertising of greeting cards for next year, in connection with the slogan, "Scatter sunshine with greeting cards."

The expenditure for national advertising is expected to be between \$45,000 and \$50,000. The association will continue to furnish retailers with advertising electrotypes, Forget-me-not booklets, envelopes bearing the slogan, announcement cards and free window signs.

A feature of the convention was a meeting of dealers on the morning of the opening day at which stationers, art shop and other greeting card dealers were given the opportunity of telling the manufacturers the kind of advertising and dealer-helps which it was thought would be most effective. Ernest Dudley Chase of the Rust Craft Publishers, Inc., presided. Many suggestions were made by retailers.

A number of dealers testified that the national advertising and dealer signs have aided them personally in furthering their sales. The association's advertising committee had a vote taken to check up on special points connected with the type of dealer helps furnished, which this year were said to have cost the manufacturers as a group approximately \$20,000, inclusive of mailing and similar expenses.

It was reported that in addition to advertising in national magazines, over 2,500,000 envelopes containing the "Scatter sunshine with greeting cards" slogan, over 500 electros, 50,000 booklets and 300,000 announcement cards were used the past year to popularize greeting cards.

Death of Tyler L. Redfield

Tyler L. Redfield died at Greenwich, Conn., last week. He was president of the Newspaper Advertiser Publishing Company, Inc., New York, which publishes *Newspaperdom*. Mr. Redfield was fifty-seven years of age.

Sears-Roebuck Sales

Sales for the month of October, as reported by Sears, Roebuck & Company, were \$19,933,164 in 1922 against \$17,378,253 in 1921, an increase of \$2,554,911.

Edward Durkin, who for nearly three years was a member of the Cleveland copy staff of The H. K. McCann Company, is now sales manager of the Globe Sherrardizing Company.

M. D. Laine of the research department of The Capper Farm Press has been transferred to the sales force. He will be stationed in the Detroit office of The Capper Publications and will handle accounts in that territory.

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The All-Around Interests of the Out-of-Doors Man



*Some facts that bear upon the habits and interests of
sportsmen; upon their buying capacity; and
upon their magazine preferences*

ONE group of prospects for the sale of high-grade merchandise which deserves the special consideration of many advertisers is—out-of-doors men.

Not alone are the interests of the sportsman as big as the great scene he selects, but he has as a rule ample means to gratify his desire for anything that contributes to his enjoyment of the out-of-doors.

Out-of-doors men are, therefore, the best kind of prospects for

- Arms and ammunition
- Fishing tackle
- Golf and tennis equipment
- Automobiles
- Yachts and motor boats
- Sport wear
- Hotels, resorts, railroads,
steamships

Are sportsmen good prospects for you?

Sportsmen as a Rich New Field for Sales

*The story of an original survey conducted among sportsmen
that brings to light new selling opportunities*

TO determine how broad the interests of sportsmen really are, John Hanrahan and Associates, as an outside and impartial organization, were engaged by Field and Stream to secure the facts, to determine once and for all time the important question of whether or not men who hunt and fish and camp have not equal interest in other sports, in automobiling, travel and all that goes with active life in the out-of-doors.

The sportsmen covered by the investigation included 2,254 members of 20 of the most representative rod and gun clubs of the country.

The questions these sportsmen were asked brought out:

1. Leading sports of interest to out-of-doors men.
2. The extent of their ownership of motor cars.
3. Their magazine preferences.

Of the 2,254 club members, replies were received from 631, or 30 per cent.

They show that

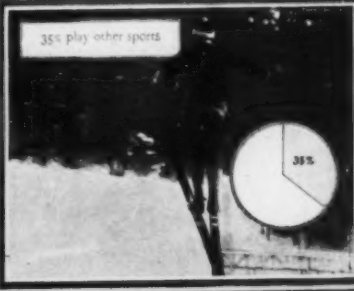
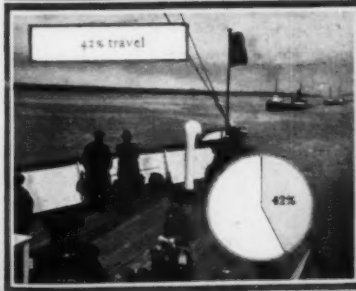
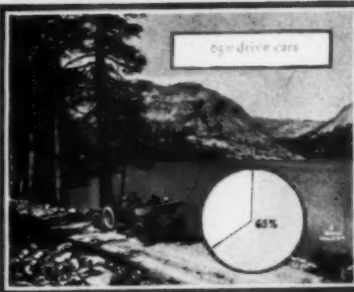
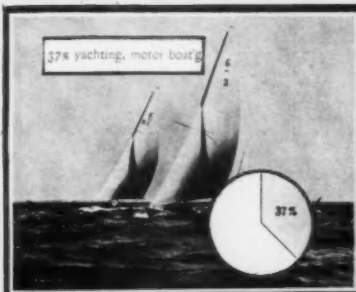
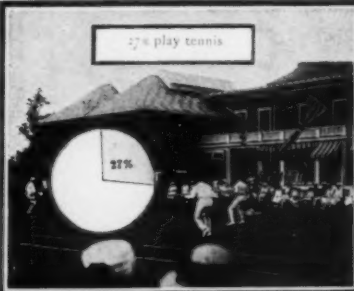
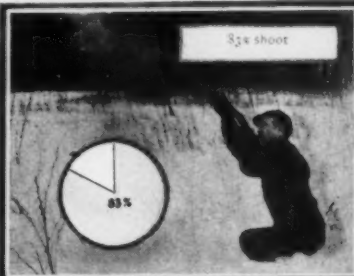
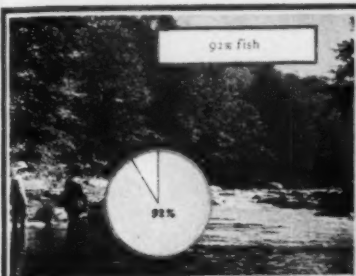
- 83 per cent shoot.
- 92 per cent fish.
- 33 per cent play golf.
- 27 per cent play tennis.
- 35 per cent play other sports.
- 33 per cent go in for yachting and motor boating.
- 65 per cent own cars.
- 42 per cent travel.
- 78 per cent read Field and Stream (more than read any other magazine, weekly or monthly).



The Blooming Grove Hunting & Fishing Club of Pike County, Pennsylvania, one of the high class rod and gun clubs investigated by the Sportsmen's Questionnaire

How Broad are the Interests of Sportsmen?

Charts that graphically reveal the all-around interests of out-of-doors men





The Complete Returns on the Questionnaire, issued in book form, are

**Available to Interested Advertisers
and their Agents upon Request—FREE**

DO you want to sell to sportsmen? If you do, have you definite data as to their habits and inclinations and purchasing power?

Field and Stream, as the leading magazine of out-of-doors men, has undertaken to gather together the facts to guide advertisers in their approach to this great market.

It clearly is impossible to summarize all of this informa-

tion in an advertisement in Printers' Ink. But the complete data, club by club, including the facts as to car ownership (with cars listed), magazine preferences (with number of votes for each magazine and data on duplications), and entire information compiled by the questionnaire, is available to interested advertisers and their advertising agencies upon request.



**FIELD
AND
STREAM**

TWENTY FIVE WEST
FORTY FIFTH STREET
NEW YORK CITY
E.F. WARNER - Publisher



Advertising Manager
IRVING MYERS
New York

Western Adv't'g Mgr.
J. WMS. MACY
Chicago

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Six Milwaukee Cemeteries Join in Co-operative Campaign

Advertise to Impress on Public New Standards of Responsibility and Character

MANY a delicate task has been shunted to the shoulders of advertising. Where out-and-out personal salesmanship might step into the breach with too heavy a tread, advertising can sometimes get an initial audience which will lay the foundations for future sales. Before the salesman calls, samples or sales manual in hand, advertising can often sell the idea which must preface the actual sale of the commodity or service.

The sale of millions of dollars' worth of legitimate investment securities by reliable banks and bond houses on the partial-payment plan has had much of its beginning in advertising of an analogous type. This to an almost totally new class of investors with small incomes where the solicitations of a salesman would have been considered hardly worth the time spent. Without the advertising the salesman would have tackled his prospect "cold," and in many cases he would have obtained nothing more than a brief hearing.

One of the delicate assignments recently handed to advertising is "showing the cemetery in its true light." Six cemeteries in Milwaukee have underwritten a joint newspaper campaign with the sole purpose of focusing public attention on their responsibility and the new standards of care and service they have established for themselves. They are making a keen analysis into the position in the community of the cemetery, primarily to cause the public to think of the varying degrees of faithfulness with which cemeteries discharge their trust.

Substantially, the position of these six co-operating cemeteries is that a cemetery must possess character and should acknowledge its responsibilities to as complete an extent as any banking or educational institution. Going a step farther, they argue that it should

make known this character and responsibility. That they recognize the necessity of advertising is evi-

The first of a series of articles to run in this paper

Showing The Cemetery In Its True Light

Few people know the place the modern cemetery holds in a community. This is not unusual. Because few people have occasion to consider its importance. And when the emergency does arise, they are uninformed.

To show the cemetery in its true light, to acquaint the general public with a subject heretofore little understood—the undersigned believe is an obligation due the thoughtful citizens of Milwaukee.

Succeeding articles will serve to fulfill this mission. Watch for them.

Published in the Interest of Public Education by These Milwaukee Cemeteries:

FOREST HUME	UNION
WANDERER'S REST	GRACELAND
GOOD HOPE	PILGRIM'S REST

INITIAL ADVERTISEMENT OF SERIES, SHOWING GENERAL STYLE OF TYPOGRAPHY AND BORDER DESIGN

denced by the first piece of copy, appearing in August, which said: "Few people know the place a modern cemetery holds in a community. This is not unusual.

Because few people have occasion to consider its importance. And, when the emergency does arise, they are uninformed.

"To show the cemetery in its true light; to acquaint the general public with a subject heretofore little understood—the undersigned believe is an obligation due the thoughtful citizens of Milwaukee."

Necessarily this campaign does not concern itself with the sale of anything except sincerity. At the same time there is obviously much to be advertised when the co-operative effort is regarded in its true light as a good-will or institutional appeal. These six Milwaukee cemeteries are making a frank bid for confidence which will establish their position in an unmistakable manner as out of the ordinary. They are prepared to advertise regularly for a considerable period, realizing that from the start their campaign will cause the comment which cannot but react to their benefit. Several Milwaukee newspapers are being used and the copy is occasionally run in foreign languages.

United States Can Supply Own Newsprint Needs for 1923

According to R. S. Kellogg, secretary of the Newsprint Service Bureau, who addressed the Inland Daily Press Association at Chicago, the United States can supply all its newsprint demands during 1923. Grellet Collins, president of the Bookpaper Manufacturers' Association, told members of his association that the saving of waste paper during 1922 has preserved more than 300,000 acres of timber in the United States. "The use of six tons of waste paper is equal to saving one acre of timber from devastation," he said. The paper industry will use in 1922 nearly 2,000,000 tons of waste paper.

New Accounts with Philadelphia Agency

The Southwark Foundry & Machine Company, Philadelphia, and the Downington Manufacturing Company, Downington, Pa., have placed their accounts with the R. E. Lovekin Corporation, Philadelphia advertising agency.

Joins Pacific Coast Advertising Agency

H. M. Freck, formerly with the Dallas, Tex., office of the Southwestern Advertising Company, is now with the art department of the Hall & Emory Agency Inc., Portland, Ore.

Selling Warming Pans on the Equator!

¶ You couldn't sell warming pans on the Equator, neither can you sell your goods thru a circulation possessing no particular Buying Power.

¶ You wouldn't pay thirty cents for a bushel of bad eggs, but you would pay sixty cents for a dozen good ones—so why pay a fancy price for quantity circulation of minimum buying capacity when you can buy the hand-picked, quality circulation represented by

THE ROTARIAN

The Magazine of Service

Member Audit Bureau of Circulations

Eastern Representatives
Constantine & Jackson
7 West 16th St., New York

CHICAGO

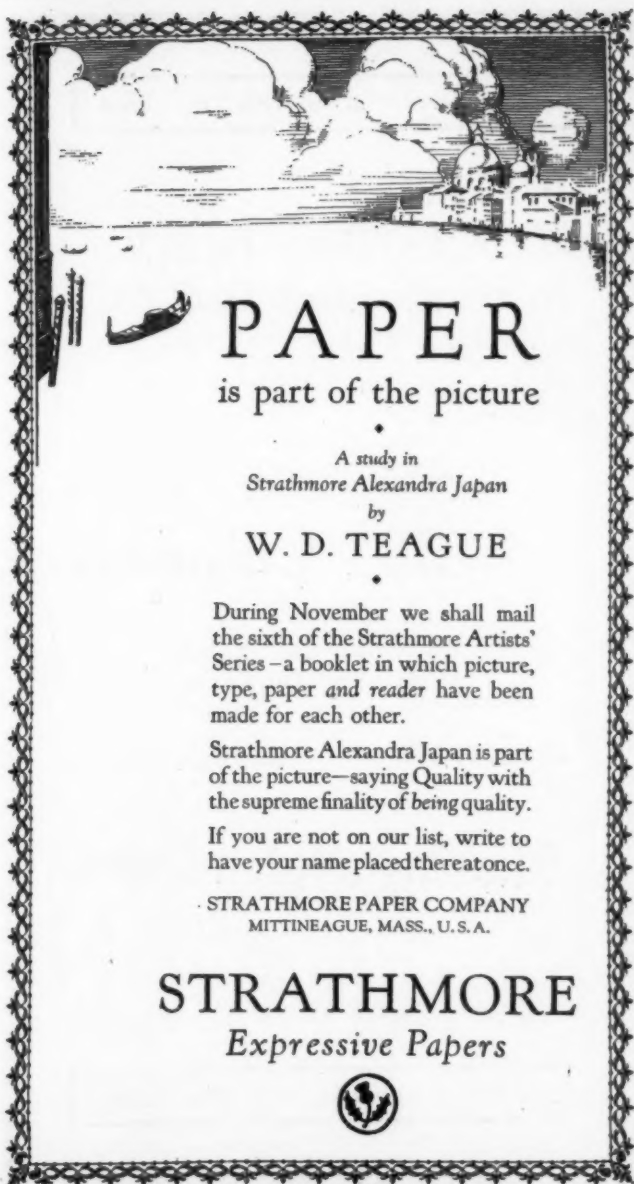
Great Britain
Thos. Stephenson 910 So. Michigan Blvd., Chicago
6 So. Charlotte St., Edinburgh, Scotland

Advertising Manager

Frank R. Jennings

Subscription price: \$1.50 in U. S., Newfoundland, Cuba, and other countries to which minimum postal rates apply; \$1.75 in Canada; \$2.00 in all other countries

Published Monthly by Rotary International



PAPER
is part of the picture

•

A study in
Strathmore Alexandra Japan
by
W. D. TEAGUE

•


During November we shall mail the sixth of the Strathmore Artists' Series—a booklet in which picture, type, paper and reader have been made for each other.

Strathmore Alexandra Japan is part of the picture—saying Quality with the supreme finality of *being* quality.

If you are not on our list, write to have your name placed thereat once.

• STRATHMORE PAPER COMPANY
MITTINEAGUE, MASS., U. S. A.

STRATHMORE
Expressive Papers



Are You Keeping Up With The Times?

***If You
Have Anything To Sell
In Washington, D. C.
—Read This!***

Advertising Gain October,
1922, over October, 1921,

381 Columns

***No wonder EVERYONE
is watching The Times***

Daily, 67,177

Sunday, 109,881

The Washington Times

G. LOGAN PAYNE, Publisher

PAYNE, BURNS & SMITH
New York—Boston

G. LOGAN PAYNE COMPANY

Chicago

Detroit

Los Angeles

St. Louis

Are You Keeping Up With The Times?

Three Florida Cities Advertise Jointly

Newspaper advertising has witnessed many forms of co-operative advertising. Now three cities in Florida have combined in a joint advertising campaign.

The chambers of commerce of Orlando and St. Petersburg, and the board of trade of Tampa, take advantage of the coal situation in the North to boost the sunshine and warmth of Florida.

The copy reads: "Orlando, St. Petersburg and Tampa invite you to freedom from coal and cold. Better make sure of the family's comfort this winter—coal or no coal. Give them the genial warmth and happiness of the land of flowers and sunshine. Better plan now, for many thousands of new visitors are coming to Florida this season. Forget all about the old coal bin. Out of doors every day with the birds and green growing things. Quiet, peaceful, lovely places for rest and glorious settings for sport. Bathing, yachting. Great fishing in the Gulf, lakes and rivers. Waterways where you can explore a luxuriant tropical wilderness. Golfers' paradise. Wonderful motoring.

"Comfortable accommodations to suit every taste and every purse. Magnificent hotels, inns, furnished bungalows, apartment and boarding houses. Many people will save the price of the trip out of their coal bills."

The advertisement closes with the request that readers write to the associations, in one of the three cities, for illustrated booklets which will gladly be mailed.

Mr. Gibbs Files a Disclaimer

THE B. F. GOODRICH COMPANY
AKRON, O., Oct. 23, 1922.

Editor of PRINTERS' INK:

You can't hang the origination of a national advertising association on me. I was too smart to make any such idea public. DeWitt Clough did it and see what happened—somebody grabbed the idea and now we have the Associated Advertising Clubs of the World. If DeWitt had kept his mouth shut we might not have had such an association and I would never have been made president of it. See how a really great calamity can be traced back to the action of the individual.

I never knew who was responsible for the darned thing. Now I know and I'll fix Clough in some way, see if I don't. I might chain him to a post and read him one of my speeches, but that might be too drastic a punishment. No sir, you can't hang the origination of the association on me.

THE B. F. GOODRICH COMPANY,
E. D. GIBBS,
Advertising Director.

"The Minister's Monthly" a New Publication

The Minister's Monthly, a professional magazine for ministers, has begun publication at Chicago. Its publisher is the Religious Press Bureau of America, Inc.



1923

THE sustained and overwhelming demand for advertising space in "PUNCH" resulting in all space being sold until the end of 1922, and a long Waiting List established, is the most eloquent proof of the value which advertisers of high-class goods and service place upon it.

A very considerable proportion of the limited space in

"PUNCH"

available for advertising during 1923 is already booked up or in negotiation.

Advertisers who have not yet made sure of the space they will require in 1923 should take immediate action. It is always a pleasure to be able to give advertisers exactly the dates they prefer, but seldom possible unless advance bookings are made. Rates and full particulars from

MARION JEAN LYON

Advertisement Manager "PUNCH"
10 Boulevard des Capucines, London, E.C. 4
England

From Cover to Cover

THE CONOVER-MOONEY CO.
CHICAGO, ILL., Oct. 25, 1922.

Editor of PRINTERS' INK:

I am enclosing my check for \$3.00 for PRINTERS' INK. Will you kindly have it sent to Robert J. Mooney, 817 N. Dearborn Street?

Of course, we have PRINTERS' INK at the office, and I have bought it for years every week at the newsstand. I have decided, however, it would be better to have it sent to me at my home address.

PRINTERS' INK is certainly the Bible of the advertising world, and I have only one criticism of it—it is so interesting and informing that I read it from cover to cover every week.

THE CONOVER-MOONEY CO.,
ROBERT JOHNSTON MOONEY,
President.

With Birmingham, Ala., Agency

Gus Dorr, formerly on the advertising staff of the Birmingham, Ala., *Age-Herald*, has joined the staff of the Sparrow Advertising Agency, Inc., also of Birmingham. Mr. Dorr was at one time with the *Augusta, Ga., Chronicle*.

C. O. Brandes with Erie Tire Company

C. O. Brandes, formerly export manager of the Firestone Tire & Rubber

Company, has been appointed export manager of The Erie Tire & Rubber Company, Sandusky, O. Mr. Brandes will make his headquarters at the export office of the company in Cleveland.

"Western Home Monthly" Transfers C. W. Ward

Charles W. Ward, who has been with the *Western Home Monthly* at Winnipeg for the last three years, is now representing this publication in eastern Canada and the United States, with headquarters at Toronto.

Earl Emerson Keller, recently with the Robert Rawsthorne Company, Dormont, Pa., has engaged in free-lance advertising illustration and booklet and catalogue design work at Dormont.

Marshall P. Driggs, recently with the Crowell Publishing Company, has been appointed manager of mechanical production by the Gage Publishing Company, New York.

William Durrant, formerly with the F. A. Gray Advertising Company, Kansas City, has joined the sales staff of the Ferry-Hanly Company at Kansas City.

The John M. Branham Company, New York publishers' representative, has issued a new edition of its annual advertising telephone directory.

The KNIT GOODS GROUP

*Knitted Fabrics
Apparel*

*The
Underwear & Hosiery
Review*

*Sweater News
and
Knitted Outerwear*

The Journals of the Knit Goods Trade

Published monthly
by

THE KNIT GOODS PUBLISHING CORPORATION

321 Broadway, New York, N. Y.

ADVERTISING

The Profit In Repeat Sales

THE line of least resistance in the distribution of many products seems to be to allot territories to organizations or individuals to sell on commissions.

THE advantage of such a plan is that it avoids the risk of investment in sales work. Paradoxically this is also its disadvantage; for it is an axiom of business that risk and profit go hand in hand.

As a product remains on the market it develops repeat sales due to its intrinsic merit. Such sales come

without effort on the part of the representative and greatly lower his proportionate expense.

If the producer had made an original investment in selling nationally this decrease in cost would accrue to his own end of the business where it rightly belongs.

THE MOSS-CHASE CO., Niagara Life Building, Buffalo, N. Y.

MOSS-CHASE





WANTED!

The opportunity of carrying your worth-while advertising message in **THE GIRLS' COMPANION** to over 340,000 girls whose average age is 14 years, and who are in seventh and eighth grades or first year High School.

Parental interest in 340,000 desirable families is centered in these girls and their interests and ambitions. We are introducing a growing list of national advertisers, including some of the better known mail order firms, to this responsive field, with most satisfactory results. These advertisers are finding first hand that the girl is just as responsive and influential an advertising factor in the family as the boy—perhaps more so.

*The advertising gain for 1922
will exceed 50%—the largest in
the history of the publication.*

THE GIRLS' COMPANION

David C. Cook Publishing Company, Elgin, Illinois

WESLEY E. FARMILOE, Advertising Manager

Edward P. Boyce,	95 Madison Ave., New York
Ronald C. Campbell,	326 W. Madison St., Chicago
Sam Dennis,	Globe-Democrat Building, St. Louis

"COOK'S WEEKLY TRIO": A MILLION BOYS AND GIRLS

THE MEN AND WOMEN OF TOMORROW

THE BOYS' WORLD THE GIRLS' COMPANION YOUNG PEOPLE'S WEEKLY

Is the Salesman's Daily Report a Nuisance?

"It All Depends on How You Use It," Says Tide Water Salesman

HOW do you feel about your Daily Marketing Report? Do you agree with the salesman who, in an article entitled "Where My Sales Manager Falls Down" (October issue, *Printers' Ink Monthly*) complains that he cannot see the value of the daily report his sales manager requires him to fill out?

Do you honestly feel that the time devoted to making out your report is lost time?

It all depends on you. A marketing report may be a nuisance—or it may be a help. One of the Vee-dol salesmen maintains that his daily marketing report is one of his biggest sales aids. "But," he added, "I guess maybe I put more on my reports than some of the other fellows do."

His explanation of this statement is worth sharing with all of our salesmen. George Merton (he's one of the Eastern Department men) *never makes a call that he doesn't record*, regardless of whether or not he is able to interview a dealer or someone in authority. Here he avoids the first pitfall into which many a salesman slips—the easy pitfall of failing to make the daily marketing report a complete report.

It is not difficult to understand the average salesman's viewpoint. He feels that when he drives up to Sterling Garage, only to learn that Mr. Sterling is away for the day and no one is around who can do anything about buying, the call has been useless. Of course he makes the most of whatever opportunity there is for a little "missionary work," but he doesn't have a chance to sell.

Several similar occurrences during the day are rather discouraging. The result is that the salesman is prone to omit listing some of these calls because including them

"might make the report look padded."

But there are other matters to be considered. Perhaps your work is planned so that your schedule permits of calling on your dealers every two weeks. A little questioning might have resulted in your learning that Mr. Sterling is seldom or never at his garage on Tuesdays—and the location of Sterling Garage might be another reason for switching your alternate Tuesday calls to alternate Wednesdays. Mr. Merton tells us that reference to his marketing reports was the means of securing one of his best accounts. When he made his third unsuccessful attempt to meet a dealer, he mentioned calls on two previous Fridays—the days and dates having been brought to mind by reference to his Daily Reports. Then he found out that this particular dealer devoted Monday afternoons and Tuesday mornings to automotive salesmen.

There's another point that Mr. Merton brought out—reference to Daily Marketing Reports.

The report, prepared merely in order that your supervisor, station superintendent or division manager may get a superficial view of your activities, is not the report from which you will derive the maximum benefit.

If your territory is mapped out so that you take certain routes every ten or twelve days (or more or less frequently, as the case may be) do you carry along with you the report covering your previous trip over that route? Mr. Merton finds that carrying one report isn't sufficient. He carries his report pad.

Do you go into a garage with as complete a picture as this:

"*Hollywood Garage*—Fred Willis, proprietor and buyer. Purchased three drums of Medium, one of Fordol and half drum of

From "The Spade," published by the Tide Water Oil Sales Corporation, New York.

Heavy on September 5; requested Veedol Fordol booklets and letterheads with one of our consumer letters imprinted?"

Or is your plan as definitely outlined as this:

"Hoffman Garage & Supply Co.—Jim Hoffmann, proprietor. Out September 15—Has sufficient Medium for a couple of weeks—probably needs more Fordol—greases running low—supplying oil for two trucks, nearby construction work—five Willys-Knight cars in garage, but no Special Heavy on hand—make special drive for S. H.—mention recommendation and use, Willys-Knight factory?"

These are samples of the kind of information Mr. Merton has at his command for every repeat call. He doesn't depend on his memory. Why should he, when his Daily Marketing Reports furnish such accurate data?

Just take his memo above regarding Hoffmann's stock, for example. You've noticed the effect produced when you go into a garage fully posted concerning a dealer's requirements. Why miss the opportunity to instill this confidence in every one of your dealers?

Your Daily Marketing Report is a means to this end.

Confidence is one of your mightiest assets. It prompts dealers to ask your advice and follow your suggestions; it makes you really the Veedol sales manager in your territory; it gives you a live force of Veedol salesmen. It means more rapid turnover for your dealers and it means increased sales for you.

As a last analysis, ask yourself these two questions:

Does my marketing report tell me daily the complete story of the section I have covered?

Am I using that information to the best possible advantage?

H. B. Esselin, recently advertising manager of B. T. Babbitt, Inc., New York, is now assistant to C. O. Bridwell, local and national sales manager of the O. J. Gude Company and the Poster Advertising Company, New York.

Selling "The Glory of Fall" to Bostonians

The glory of fall is being made the subject of advertising by the Boston street railway system, which is using copy designed to encourage the public to patronize trolleys to inspect the landscape.

Large posters blazing with the color of autumn leaves are being shown, with the words, "See autumn foliage by trolley."

Kansas City Company Advertises Family of Products

The trade-mark of the Sun-Ray Products Company, Kansas City, is being featured in the company's newspaper advertising of its products, Sun-Ray Pancake Flour, Fairy Cake Flour, Theo'sa Breakfast Food and Sun-Ray Health Bran. The trade-mark occupies a prominent position on the packages of all of these products.

R. B. Goetz Joins Wheeling, W. Va., Agency

Ray B. Goetz, formerly with the Central Ohio Paper Company, Columbus, O., has joined the McAdam Advertising Service, Wheeling, W. Va., as production manager. Mr. Goetz was also with the Dartnell Corporation, Chicago office, and at one time was advertising manager of the Locke Shoe Company, of Wheeling.

Boston Agency Changes Name

The advertising agency operating at Boston under the name of James J. Cotter has changed its name to the Cotter Advertising Agency.

This agency has obtained the account of the Japroid Products Company, Boston. An advertising campaign is planned.

Tide Water Oil Advances M. Scott

The Tide Water Oil Sales Corporation, New York, has appointed Malcolm Scott sales promotion and advertising manager. Mr. Scott had been in charge of the company's salesmen's correspondence course.

Has Tile and Mantel Account

Wm. H. Jackson & Company, New York, maker of mantels, fireplaces and tiles, has placed its advertising account with the Wales Advertising Company, New York.

Crex Carpet Advances G. B. Fawley

George B. Fawley, formerly sales manager of the Crex Carpet Company, has been appointed general manager.

"Hitching Your Wagon to a Star"

C. E. WILES

Harrods, Ltd., London, S. W. 1, England

"Let me offer you a word of congratulation on the January number of **TOWN & COUNTRY**. It is, as you say, a Super-Quality Magazine, and does all concerned in its production the greatest credit. The contents of the number are calculated to make a very wide appeal and the reproduction of the various illustrations is excellent. If you are bent on still further improving this standard, you are certainly hitching your wagon to a star."

HAYDEN W. WAGNER

Coldwell Lawn Mower Co., Newburgh, New York

"The quality of the work can hardly be improved and we feel ourselves fortunate indeed in having such a high class magazine (appealing as it does to a class of people we like to reach) in which to advertise our motor lawn mowers."

A. H. BERWALD

E. I. Du Pont De Nemours & Co., Wilmington, Delaware

"I like very much the work you are doing and it will take a better critic than I am to find the flaws, if there are any."

For ten years **TOWN & COUNTRY** has published annually more fine country and city real estate advertising than any other magazine.

Town & Country

8 WEST 40TH STREET • NEW YORK

CHICAGO: Wrigley Building
BOSTON: 127 Federal Street

LONDON: 30 Maddox Street
PARIS: 60 Rue Caumartin

Passing the Milestones in Circulation

THE TORONTO DAILY STAR

Average Daily Circulation for

October, 1920 - - 95,176

October, 1921 - - 103,137

October, 1922, 119,729

Note the gain in one year—an
average of 1382 per month

Largest Daily Circulation in Ontario

THE TORONTO STAR WEEKLY

(Sunday Edition of the Daily)

Average Circulation for October

143,027

Largest Sunday Circulation in Canada

Members Audit Bureau of Circulations

UNITED STATES REPRESENTATIVES:

CHAS. H. EDDY CO.

CHICAGO
Peoples Gas Bldg.

BOSTON
Old South Bldg.

NEW YORK
Fifth Ave. Bldg.

MONTREAL Representative—J. B. RATHBONE

Transportation Building

Red Ink and Tall Profits

"NATIONAL HARDWARE BULLETIN"
ARGOS, IND., October 28, 1922.

Editor of PRINTERS' INK:

Just as soon as the Schoolmaster began to tell about looking over a two-weeks' batch of a hardware dealer's mail (PRINTERS' INK, October 19) I knew you were going to mention finding some of those "100 per cent profit" circulars.

How do advertising copy writers "get that way"?

If the article is to cost the dealer \$1 and sell at \$1.50 the copy writer broadcasts to the world the fact that here is where the dealer makes "50 per cent profit."

Often such a statement is smeared in red on the outside of the broadcast wrapper, where it may be seen by consumer as well as dealer—proof positive to the consumer that the retailer is an extortionist.

As a matter of fact the dealer may not make any profit from the transaction. If he does he can't make 50 per cent, because he must pay his operating expenses out of this margin that the copy writer calls profit, and he will come nearer making 5 per cent than 50 per cent.

Then all these advertisements base the percentage of so-called profit on the cost instead of the selling price in spite of the fact that dealers have been educated to figure correctly—on the selling price.

The campaign for "Truth in Advertising" ought to contain some educational matter along these lines for advertisers.

What do you think about it?

NATIONAL HARDWARE BULLETIN,
RIVERS PETERSON, Editor.

A Chicago Department Store's Profit

In a statement issued in connection with the reorganization of The Fair, Chicago department store, Edward J. Lehmann, its president, says that the net sales for the eight months ended September 30, 1922, amounted to \$14,247,953.43 and that net profits for this period after deducting estimated Federal taxes, are estimated at \$1,118,763.60. He states that the net sales of the company for the fiscal year ended January 31, 1920, were \$23,567,768.47, for 1921, \$27,723,010.38 and for 1922 \$24,559,464.80. The net profits for these corresponding periods, after deducting Federal taxes computed at 1922 rates, Mr. Lehmann says, were \$2,817,994.19 for 1920, \$2,422,238.17 for 1921, and \$1,532,654.52 for 1922. The average annual net profits for these three years ended January 31, 1922, computed on the basis of 1922 Federal tax rates, would have been \$2,257,628.96, the statement says.

Edward J. Lehmann is president and O. W. Lehmann, secretary-treasurer. They have managed the business for the last twenty years. D. F. Kelly has been added to the official staff as vice-president and general manager.

A Tiny SPARK

A TINY spark properly timed—without it a two hundred horse racing car is but a dead mass of metal.

With it the automobile becomes the powerful road giant which makes footsteps out of miles.

How like that spark is a well worded, properly placed advertisement which supplies the energy to speed up sales—to quicken the growth of business.



And, as is the case with the motor, where greater heat inefficiently applied would be worthless, a small advertisement, well timed in the right medium, has a pulling power greater than a larger space less forcefully executed.

Stanley E. Gunnison, Inc.

MERCHANDISING
ADVERTISING

Hudson Terminal Building
Tel. 5191 Cort. 30 Church St. N. Y.

in Baltimore



But—

in New
Orleans
it's the
Item

A Mine of Information

FERRY-HANLY ADVERTISING COMPANY
CHICAGO

Editor of PRINTERS' INK:

I am particularly interested in articles which have appeared in PRINTERS' INK as well as any books or pamphlets which you know of on the subject of merchandising advertising, window displays, dealer materials and co-operation.

If it is possible, I should certainly appreciate it if you would send me a rather comprehensive bibliography, so to speak, on these subjects including, if possible, the worth-while books and pamphlets published as well as PRINTERS' INK and *Printers' Ink Monthly* compilations.

By doing this you will render me a distinct service, which I shall certainly appreciate.

BURT COCHRAN.

THE four subjects brought up in this inquiry — merchandising advertising, window displays, dealer helps and dealer co-operation—are discussed continually in the PRINTERS' INK Publications. Since July, 1918, more than 250 references have appeared in the Weekly and Monthly.

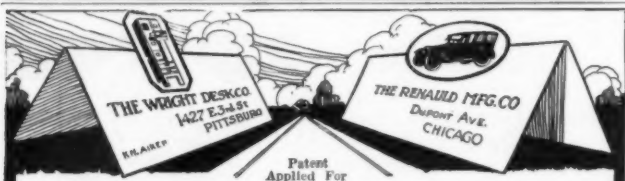
However, the last word on these topics will not be said for a long

time to come. Although the various phases of dealer assistance are constantly being improved, there is still plenty of room for betterment. The same applies to the problem of getting the most out of the advertising—another way of saying "merchandising advertising."

Lists of our references on all four subjects have been compiled. Duplicate copies are available to those requesting them. —[Ed. PRINTERS' INK.

Implement Dealers Urge Resumption of Advertising

THE absence of the advertising of manufacturers of farm implements was discussed several times at the annual convention of the National Federation of Implement Dealers' Associations recently held at Chicago. Secretary H. J. Hodge of the federation touched on the matter in his annual report, when he said:



Billboard Your Product to the Buyer with the "F-B" Card

(Folding Business)

This card, showing your product neatly printed in two colors, die cut to make it stand out prominently—billboards your line while your salesman does the rest.

It gets an audience. Creates curiosity and interest. Holds attention and sticks in the buyer's memory after the salesman goes.

"F-B" CARDS are new, effective, ACTION-GETTERS, neat in size, and fundamentally sound in selling.

Send for samples. They're furnished complete, or in quantities ready for imprinting locally, as you prefer.

THE FORMAN-BASSETT COMPANY

Printers and Lithographers

Cleveland

Ohio

Old Council Tree Bond

Staunch as the tree it was named after and, like it, a landmark, both dignified and rugged, towering above its fellows.

Impressive but not aloof, friendly but not familiar, uniform as careful and efficient workmanship can make it, Old Council Tree is guaranteed to satisfy, the user to be the judge. White and six attractive colors.



NEENAH
PAPER COMPANY
Neenah, Wisconsin

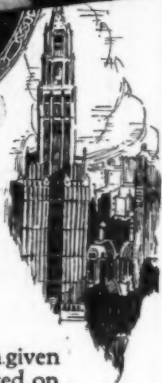
Makers of OLD COUNCIL TREE BOND, SUCCESS BOND, CHIEFTAIN BOND, NEENAH BOND, WISDOM BOND, GLACIER BOND, STONEWALL LINEN LEDGER, RESOLUTE LEDGER, PRESTIGE LEDGER

Write for complete free sample outfit, including full sheets of Neenah bonds and ledgers for testing purposes

Note the Tear and Wear as Well as the Test



Across the Continent on **Foldwell**



AN admirable distinction given to mailing pieces printed on Foldwell Coated Paper is their pleasing appearance upon arrival at the prospect's desk. Take the folder shown above, for instance. Although this particular piece travelled unprotected from Philadelphia to San Francisco and back, none of its original attractiveness was lost.

Such endurance in a coated paper is the mark of rare quality—and users of Foldwell the world over will tell you that they depend implicitly upon this quality to keep their mailing pieces distinctive.

CHICAGO PAPER COMPANY, Manufacturers

Desk 11, 810 South Wells Street, Chicago

Coated Book Paper

Coated Cover Paper

Coated Writing Paper

NATIONALLY DISTRIBUTED

11



"Speaking of co-operation of all branches of the trade in an effort to stimulate business, let us call attention to a matter mentioned by dealers in hundreds of letters received during the past year. Manufacturers have insisted that business was to be had if dealers would make the proper effort. This referred to canvassing and advertising. Now, in the face of their urgent demand that dealers should take the risk which this expense entails, manufacturers have seen fit to withdraw practically all their advertising, supposed to be the best stimulant which can be administered to the business. They have taken a course exactly opposite that which they have asked the dealer to pursue. They do not seem to realize what it has meant. It has done much to discourage the dealer, and he has said to himself, 'Why should I advertise and canvass and hustle for business when the manufacturer has laid down and is leaving all this work for me?'"

"If the manufacturer cannot afford the expense of advertising, surely the dealer cannot afford similar expense. I know of a few manufacturers who agree with me in this position. I believe those who have continued to advertise during the period of depression will be the first ones to profit when normal conditions return."

Stanley M. Sellers of the Ohio Implement Dealers' Association declared it was hardly consistent on the part of manufacturers to cease advertising yet pound the dealers to advertise and canvass, and stated that he hoped the time was at hand when manufacturers would resume advertising on a normal scale.

T. F. Wherry, secretary of the Iowa Implement Dealers' Association, said he was sure from observation made in his State that the cessation of advertising by manufacturers was one of the things that first discouraged the dealers.

John L. Cooke, recently in charge of foreign advertising for the Louisville, Ky., Post, is now with the Alexander Hamilton Institute at Chicago.

Are You Overlooking A Vast Market— The Motion Picture Industry?

Millions of dollars are spent merchandising products to the schools, hospitals and hotels of the country.

But do they represent as potential a market as the thousands of theatres, and the studios, exchanges and laboratories composing the Motion Picture Industry.

The Theatre Today is Temple of the Silent Art, Showplace of our cities; Amusement Center of the American Community.

It buys only better products—advertised products—because every theatre owner is himself an advertiser, believes in advertising and buys accordingly.

Let Us Tell You About Our Theatre Equipment Directory Number and Its 100% Distribution

EXHIBITORS TRADE REVIEW

Original A. B. C. Business
Paper of the Motion
Picture Field

Knickerbocker Building
42nd Street and Broadway
New York City, N. Y.

Curing Salesmen of the "Side-Line" Habit

Temptation Is Great to "Tackle a Little Something Extra" While the Main Line Suffers

By W. Livingston Larned

A TRUSTED salesman, covering central territory for a hardware house, was the victim of a railroad wreck in Missouri. A telegram received by his firm stated that the representative was in the hospital, suffering from a fractured leg.

This salesman had always been popular with the manager of his department, and as other business called the latter westward, he went a bit out of his way to see what he could do for the injured man. The salesman, while not dangerously hurt, was not likely to be on his feet again for at least a month. But when the sales manager suggested tracing a pair of sample trunks, not seen since the wreck, the salesman failed to display any enthusiasm.

However, the sales manager went after and finally located the trunks, not much the worse for their adventure. They were sent to a hotel room, where he proceeded to open and investigate their contents. Then he came in for a surprise.

Besides his own line, the salesman had been carrying an assorted job lot of side issues.

In telling about it afterward, the sales manager said: "I would not have believed that any salesman could find the time to bother with such a diversified jumble of outside interests. He represented a device for protecting bank checks, a life insurance company, a silk ribbon line, a set of books for children, and several novelty pieces manufactured by separate houses. There was only one way he could have handled those outside lines; he was deliberately stealing time from us.

"When that salesman recovered and returned to the office, we had a long talk. I asked him if he

thought it was honest to handle these side lines while we were paying his railroad fare and expenses. Was it not true that it was certain to interfere with his work for us? As proof of the dishonesty of the idea, he had kept it very quiet, and only the train wreck and its attendant developments brought it to light.

"But the salesman took the opposite stand. He said he could see no reason why he should not make a little extra now and then. He did not think it interfered with us or with his sales for our line. It was easy, when calling on a customer, to mention one or more of the side lines, in a casual manner.

"There is no explaining the mental twists of the other fellow. But I did manage to explain just why the whole scheme was bad—very bad indeed. For one thing, the customer would not understand. He would have a poor opinion of an institution that permitted its salesmen to dabble in sundry outside propositions. It proved, for one thing, that the salesman himself did not take his main line seriously.

TRUNKS WON'T HOLD SIDE LINES NOW

"But the experience taught us one important point. We made a study of our road trunks, and eventually cut down the number from two to one. The single trunk was planned so that it could not carry an extra ounce of merchandise when it was packed with our own. This helped more than lectures, for the average man does not care to be bothered with extra packages and parcels. He simply will not bother with them.

"However, there were other expedients. Investigation proved that many of our road men were

Profitable Merchandising

Can be made a catch penny term, or it can be made, by such papers as

THE SYRACUSE HERALD

to mean exactly what it says. Most advertising, we believe, is addressed to a people for the one and only purpose of directing their buying, or their state of mind, and the cost of this effort must be met by resultant values, plus a profit.

The Leadership

of The Syracuse Herald in activities and lineages (local, national, and all important classifications) is a logical result of this publication being of the type of newspaper worthy to carry a worthy sales message. In addition to being of this type to reflect credit on the goods or ideas to be sold, it reaches the greatest number of people capable of assimilating the sales message, and acting on it.

Cooperation

does not alone consist of assisting in the distribution problems of an advertiser,—something The HERALD does thoroughly,—but more important, consists of maintaining its warm friendship among the people with which it functions as a salesman.

Special Representatives

PRUDDEN, KING & PRUDDEN, Inc.

286 Fifth Avenue
New York City

Globe Building
Boston

Steger Building
Chicago

First in America in Classified Progress

What "Classified" Is Doing in Los Angeles

In September, 1922,
The Los Angeles Examiner
GAINED
15,003 advertisements

and
1,000,393 net lines
(pure "Want Ads") over September, 1921

This represents an
EXCESS GAIN
over the second Los Angeles paper of
8999 advertisements

and
80,932 net lines
for the month.

The Los Angeles Examiner's phenomenal 1922 Want Ad gains — **EXCEEDING EVEN ITS OWN WORLD RECORD OF 1921**—indicate how thoroughly The Examiner has developed the "reader responsiveness" of its 140,000 daily and 270,000 Sunday circulation.

Los Angeles Examiner

For rates and other information address:
The Examiner, Broadway and 11th Street, Los Angeles

REPRESENTATIVES

In New York—W. W. Chew, 1519 Broadway
In Chicago—W. W. Wilson, 909 Hearst Building
In San Francisco—E. A. Holman, Monadnock Building

Third in America in Classified Volume

dabblers in side lines. We found ways and means of keeping them busier than before. We gave them more calls. We were strict in making them account for their working hours."

It has ever been a problem; this veering the salesman away from petty distractions, when he is supposed to be giving his entire attention and time to his own line.

Exactly the wrong way to stop the practice is one recently tried by a certain wholesale grocery concern. Suspecting—indeed, having proof—that its salesmen were approaching grocers with an outside proposition (it was a stock-selling enterprise, at that) it sent form letters to every retailer on its list, in which dealers were told to have nothing to do with such stock, when approached by the company salesmen.

The grocers in a number of cases automatically stopped having anything to do with the salesmen of the company, and where they did not carry the matter that far, were suspicious after the receipt of the communication of both the salesman and his house.

A dozen or more salesmen, covering farming districts for a farm-implement house, were found to be handling, also, a line of musical instruments—guitars, banjos, ukeleles and the like. The discovery came about in an unusual manner. The general manager of the company went on the road himself when a new disc harrow was about to be put on the market. He was anxious to talk with farmers about the implement and to see what they said about it.

"One thing struck me at once," said the general manager. "In almost every farmhouse I visited, there was instrumental music and the guitars and mandolins were all of the same make. The people had gone mad on melody. I was soon told that the instruments had been purchased through a representative of our company who had helped them get price concessions, books of instruction, quick deliveries, etc.

"Upon my return, I had it out with the men of that farm terri-

You've Heard of Reader Confidence—

Well, here is a concrete example:

"I saw this ad in another magazine, also, but sent my order to the advertiser only when it appeared in *The Messenger of the Sacred Heart*, because of my confidence in your magazine." Thus writes a subscriber—a lady—whose letter we hold.

300,000 GUARANTEED

(No Canvassers Employed)

Messenger of the Sacred Heart

"Heart and Soul Appeal"

154 Nassau St., New York N. Y.
1203-105 W. Monroe St.
Chicago, Ill.

Buying buyers not circulation

The only exclusively automotive **TRADE** journal in California represents the largest automobile trade association in existence. The Radiator can tell any prospective advertiser—who is included in its circulation of 3200—who isn't; and why.

The largest possible **QUALITY** California trade circulation cannot exceed 4000 and the Radiator has 3200 of that!

The RADIATOR

Official Organ of the California
Automobile Trade Association
PACIFIC BUILDING
OAKLAND, CALIFORNIA

tory. They admitted that they could do this extra selling easily, because of their knowledge of live prospects, and their familiarity with the people. They knew just the right arguments, the wisest approach. And it had been a very profitable side line indeed.

"Of course, this could not continue. What I did in this case was to prepare a report on the business methods of that musical firm, and it was read to the salesmen at a special meeting. The firm was notorious for 'riding' innocent salesmen working for other institutions. Did they want to continue encouraging methods of this character? They thought not."

CREATES A BAD IMPRESSION

Salesmen do not appreciate just how cheap and shoddy it sounds to end a bit of straight, honest salesmanship, with a chattering little talk for a side line, not connected with the same house.

A stationery manufacturer had

a staff of twenty salesmen, all high-grade men, and word had come that some of them, if not all, had gone in for one or more trivial "extras."

One night a dinner was staged for the sales force and at its conclusion the sales manager and his assistant volunteered to give a short play. A place was cleared, and with no suspicion of what was coming, the salesmen moved their chairs up in a circle and waited for drama. They were not disappointed, for both sales manager and assistant had written and rehearsed a gem.

The sales manager assumed the part of a customer, while his assistant was supposed to be one of the institution's star salesmen. For ten minutes, this "salesman" talked straight firm business in a professional, dignified manner. Then he suddenly branched out in a sheepish manner, with that "by the way, Mr. X." thing. It was slightly burlesqued, as the assistant tried to sell his sales man-

Two Hundred Thousand Enthusiastic Americans

witnessed the air races at Detroit, the largest assemblage of its kind in the world. Wherever one looked one saw

Aeronautical Digest

In the Hotel Lobbies—in every room—on every newsstand—in the pockets of thousands of interested spectators to be read at their leisure.

WHY? Because its profusely illustrated columns make interesting reading for even those who are not directly concerned with the industry.

AERONAUTICAL DIGEST reaches a larger reading public than any other Aeronautical Magazine.

Its circulation is increasing at a very rapid rate and is backed up by a well-directed advertising and sales campaign.

It has paid subscribers and correspondents in official circles in 100 Countries and Colonies of the World.

The November AERONAUTICAL DIGEST reached over 30,000 readers in United States—a concentrated MALE circulation.

AERONAUTICAL DIGEST MAINTAINS an INFORMATION AND SERVICE Department for the use of its advertisers. It can help you to greatly increase your business.

THE AERONAUTICAL DIGEST PUBLISHING CORPORATION

342 Madison Ave., New York, N. Y.

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YOUNGSTOWN

*The City
of Wealth
and
Home
Owners*

FFIFTH in the U. S. in percentage of home ownership, Youngstown presents a mighty market for your products. This city is the buying center of the great iron and steel district of the Mahoning Valley, with its 350,000 population and an annual buying power of over a billion dollars!

COVER YOUNGSTOWN

WITH

The Vindicator

The **Youngstown Vindicator** intensively covers the homes which form the backbone of this tremendously responsive market. The **Sunday Vindicator** is the only Sunday newspaper in this entire section.

Let our Service Department assist you in boosting the sales of your products in the Youngstown territory.

DAILY AND SUNDAY

The Youngstown Vindicator YOUNGSTOWN, OHIO

LACOSTE AND MAXWELL, REPRESENTATIVES
Monolith Bldg., New York Marquette Bldg., Chicago

Effective December 1st, 1922



Will Become a Member of the

ASSOCIATED FARM PAPERS

NEW YORK
MINNEAPOLIS

CHICAGO
ST. LOUIS

MR. C. S. BOKELUND

for four years Special Eastern Representative of the ORANGE JUDD FARMER, will continue his work as a member of the ASSOCIATED FARM PAPER forces in the New York Office.

ASSOCIATED FARM PAPERS



Orange Judd Farmer
National Stockman & Farmer
Indiana Farmer's Guide
Michigan Business Farmer
California Cultivator

Washington Farmer
Oregon Farmer
Idaho Farmer
Montana Farmer
Utah Farmer

ager some rather silly specialties, manufactured by an unknown firm.

"It sounded awful!" admitted one of the guilty salesmen, at the conclusion of the meeting, "and I can see now that I have been making a fool of myself—losing the respect of my customers. I'm cured."

Carrying any sort of a side line is apt to distract a salesman's mind and his time from the main issue, and no amount of argument will successfully contradict this.

There came to a sales manager one day a very competent, middle-aged salesman who had been long with the house and who had been gradually climbing to a high position. "I want you to let me say a word or two for a little proposition that has been offered," he said, "it's nothing that will interfere with us and it will mean a nice piece of money extra for me."

"What is it?" inquired the sales manager.

"Oh, just a small lighting plant for farms. I see these people in any event, and it'll make friends for me."

After an hour's argument, the salesman was not convinced that it would hurt him to bother with a side line and he felt that he was being unjustly discriminated against. Couldn't he be trusted? Had he not proved his loyalty?

And so he was taught his lesson. The sales manager agreed to allow him to try it for six months, saying nothing to any of his associates, and not attempting to influence them.

There was no appreciable difference for a while in the salesman's worth to his own firm. Then slowly but surely his record lowered. He began writing excuses; he had this or that to say in his own behalf when his showings were poor.

When the time limit of the bargain was up, the sales manager called him in to study a certain downward-running line on a sales chart.

"You see," he declared, "it simply can't be done. You can't serve

*There is a best way
to tell your story*



136 Liberty St., New York
Phone Rector 7880-1-2
Cable Address "Flailad"

Agency Head Wants Associate

A so-called "small agency," with a reputation for enduring ideals, and a high type of personal service, needs another man to team up with its President. A man who can not only secure business, but carry it through. Copy is of paramount importance.

It is no position for the flag-flying, double-spread type; but an enduring opportunity for one who believes that sound sense business building methods are the way to best build a business.

Remuneration on salary and commission basis.

In writing, state just the things you would want to know under like conditions.

Address "L. P.," Box 101, care of Printers' Ink.

two masters at the same time. One is sure to be neglected, and, in this case, since the second master was new, your interest automatically concentrated there, almost without your knowledge."

The salesman admitted that he was convinced.

The story of that experiment was circulated to all the other salesmen, resulting in an object lesson, sufficient to check any tendency to depart from the straight and narrow.

Storm Window Makers Use Coal Shortage "Theme"

Storm windows have entered the class of advertised products in newspaper space being used by the Brockway-Smith Corporation, Boston, Mass.

The message, "Storm windows save coal," is shown on a replica of a window, with the firm's name, address and telephone at the lower part of the window.

John Gould, for two years with the service department of the Stetson Press, Boston, has joined the Gordon Bankers' Publicity Corporation, Boston. He will be in charge of Philadelphia territory.

Plans of New Co-operative Fruit Sales Agency

The Federated Fruit & Vegetable Growers, Inc., which, as reported in *PRINTERS' INK* of October 19, will succeed the North American Fruit Exchange, expects to begin a sales service on January 1 in all car-lot markets.

The following officers have been elected by the new association: J. S. Edwards, Redlands, Cal., president; E. P. Porcher, Cocoa, Fla., first vice-president; W. B. Armstrong, Yakima, Wash., second vice-president; C. E. Durst, Chicago, secretary; A. M. White, Seabrook, N. J., treasurer. N. J. Nicoll, president of the Michigan State Farm Bureau, is chairman of the executive committee. A. R. Rule, former general manager of the North American Fruit Exchange, has been appointed general manager. The new organization, composed of local co-operative associations, expects to cover a wider field than the North American Fruit Exchange, which limited itself principally to sales and distribution.

With Boston "Herald"

Samuel C. Pennington, formerly with the A. W. Ellis Company advertising agency and previously with the financial advertising department of the Boston Post, has joined the financial advertising staff of the Boston Herald.

To Publishers

Seeking Eastern Representation or contemplating a change in this territory.

A well-organized special agency of ten years' standing, possessing a most enviable reputation, wide acquaintance among advertisers and agents, known throughout the trade as business getters, would like to add one thoroughly worth-while publication to its present select list. References can be furnished from almost every big Agency and from scores of National Advertisers.

If at all interested it will pay you to write.

LEE & WILLIAMSON

171 Madison Ave., New York City

From Sept. 14th "Newspaperdom"

"We have called attention several times to the exceptionally high standard maintained in advertising campaigns put out for "Goodrich" tires. And yet each new supply of copy going to the newspapers shows an improvement over preceding efforts. The latest copy being used by the Goodrich organization in the newspapers, overshadows all previous efforts from every viewpoint that bears directly upon the problem of enthusing tire consumers into active buying. The Goodrich people, and their advertising agency, have avoided the spectacular, with the result that illustrations and copy go before tire users with the sort of dignity that makes for newspaper reader support."

WM. H.
RANKIN
 COMPANY *Advertising*

NEW YORK CHICAGO SAN FRANCISCO
 AKRON, O. WASHINGTON, D. C. TORONTO, CANADA



ASSOCIATED WITH CHAS. F. HIGHAM, LTD., LONDON, ENGLAND



The Seventh Annual Exposition Number OF THE HOTEL REVIEW

Dated Nov. 18th, Forms closing Nov. 15th, will give full particulars of the Exposition exhibits including Floor Plans, Booth Locations, History of the Show, Salutations of Hotel Association Officers, Events of the Week, etc.

IF you perform a service or sell an article needed by a hotel, club or restaurant you should be represented by prominent space in this issue, and follow it up by a regular advertising campaign in THE HOTEL REVIEW, The National Hotel Magazine.

The following hotels and leading hotel supply houses have already reserved space:

Wm. Allen & Co., New York, Stationers & Printers
E. E. Alley Co., New York, Linens
The Ansonia, New York, Equipment
Apollinaris Agency Co., New York, Table Waters
Hotel Astor, New York
The Atlantic Hotel Supply Co., Inc., New York, Provisions
H. W. Baker Linen Co., New York, Linens
Bankograph Co., Inc., New York, Souvenirs
L. Barth & Son, Inc., New York, Equipment
Beech-Nut Packing Co., Canajoharie, Pure Food
The Belmont, New York
The Belvedere, Baltimore
The Biltmore, New York
The Brunswick, Boston
Cauchois Coffee Co., New York, Coffee
Hotel Commodore, New York
A. J. Deer Co., Inc., Hornell, Electric Kitchen
Drohan Co., Inc., New York, Poultry
Drupaquet, Huot & Moneuse Co., New York, French Ranges, Kitchen Equipment
W. A. Fleming & Co., N. Y., Public Accountants
The Gorham Co., Providence, Silversmiths
Hotel Hamilton, New York
Hotel Hayward, Rochester
House of A. Sils, New York, Poultry & Game
Jarvis & Jarvis, Palmer, Service Wagons
The Jefferson, Richmond
The Lenox, Boston
S. Liebmann's Sons, Inc., New York, Scotch Brew
McConnell Press, New York, Printers
Hotel Manlitou, Rochester
Mill Remnants Co., New York, Cleaning Cloths
Monticello, Norfolk
Morandi Brothers Co., Boston, Cooking & Serrvng
Murray Hill Hotel, New York
Odenbach Coffee Shop, Rochester
Odenbach Restaurant, Rochester
Fred'k Page Construction Co., New York, Masons
Park, Wilder & Co., N. Y., Sheets & Pillowcases
C. Perceval, Inc., N. Y., Provisions & Delicacies
Pupper, Gray & Co., Inc., New York, Cheese
Private Estate Coffee Co., New York, Coffee
Pure Products Syrup Co., New York, Fruit Syrup
Stearn Co., New York, Cigars
Hazen J. Titus Fruit Cake Co., Calif., Fruit Cake
John Widdicomb Co., Grand Rapids
Hotel Woodward, New York
Bigelow Hartford Carpet Co., New York, Carpets
The Simmons Co., Kenosha, Beds
General Chemical Co., N. Y., Kyanol Baking Powder
The J. H. Michaels Co., New York, Fish

Nathan Schweitzer, Inc., N. Y., Poultry & Game
Read Machinery Co., New York, Bakers Machinery
Hotel Bossert, Brooklyn, N. Y.
West Disinfecting Co., New York, Disinfectants
Utica St. & Mohawk Val. Co., Mills, N. Y., Linens
Forbes Lithograph Mfg. Co., Boston, Lithographers
Telaustograph Corp., New York, Telaustographs
White Rock Mineral Spring Co., New York, Mineral Waters
Faspray Corp., New York, Dishwashers
Crowell Emory Co., New York, Furniture
Louanna Co., New York, Wash Cloths
Colt Patent Fire Arms, New York, Dish Cleaning Machine
International Souvenir Co., N. Y., Hotel Souvenirs
N. Y. Linen Supply & Laundry Co., N. Y., Linens
Clover Gardens, New York, Restaurant & Dancing
John W. Butler, Inc., New York, Butter, Eggs
Geo. F. Fish, New York, Celery
Livingston Co., New Haven, I. C. U. Polish
Wm. Ottman Co., New York, Meats
Pierce Agency, New York, Employment
Sayles, Zahn Co., New York, Meats
Oriental Tea & Coffee Co., Boston, Mass., Tea
Mayer Bros. & Bramley, New York, Electric Appli.
Kirkwood Hotel, Camden, N. C.
Hazel-Atlas Co., Wheeling, W. Va., Glassware
Armour & Co., Chicago, Meats
B. Hammond Miller, Jamaica, L. I., Produce
Leon H. Mollet, New York, Checking Service
S. Robert Schwartz & Bro., New York, Lamps
Hotel Credit Letter Co., New York, Credit Letters
R. L. Titus, New York, Poultry
Green Mineral Paste Co., Keene, N. H., Paste
Richard E. Thibault, Inc., New York, Wall Paper
Pettit & Reed, New York, Butter, Eggs & Cheese
Empire Tours, Newburgh, Tours
Economy Mercantile Corp., New York, Linens
Blackfords, Inc., New York, Fish
Raymond Ortel, Inc., New York, Restaurant
Standard Butter Cutter Co., N. Y., Butter Cutter
American Sugar Ref. Co., New York, Sugar
Copper & Brass Research Co., New York, Copper
Ming, Inc., New York, Tea
Rotisserie Range Co., New York, Ranges
Ricciardi Co., Inc., New York, Ice Cream
Rees & Rees, New York, Cleaners
Stables Hotels, Buffalo
West Side Hotel Assn., New York
United Hotels, New York
Lycoming Hotel, Williamsport, Pa.
Rothschild & Hansen, New York, Grocers

Page \$100

RESERVE YOUR SPACE NOW!

Half Page \$60

GEHRING PUBLISHING COMPANY - 1480 Broadway, New York

CHARLES E. GEHRING, Pres.

A. R. EADIE, Adv. Mgr.

Write for a copy of our 7th Annual Exposition Number. You'll be interested!
Complimentary Show Tickets upon request.

Building a Business from Scratch

(Continued from page 10)

In the first place, we would emphasize the educational appeal at once in all of our advertising. We would not attempt to teach people to use our product, but would make our greatest effort in educating them to realize the necessity of the personal cleanliness and refinement that are indicated by proper manicuring, and then offer our goods as the best known means of attaining the desired result.

WOULD MAKE LOW PRICES TO MAKE BIG SALES

As to prices, we would keep them as low as we consistently could, because we would rather have a low-priced article sold widely to the masses than a high-priced article sold to a class. But in building up the line we would keep it as simple as possible. We would see that nothing but essential articles got into it, and we would never offer the trade anything that was not proved permanently salable.

The old idea was to offer the dealer as large and varied a line as possible, and then allow him to select an assortment that was best suited to his trade, according to his judgment. That may still be all right in some old lines of business that are not generally advertised, and it may have influenced us during our early years. But we have known for some time that with new goods in a new field the dealer will sell the goods that are advertised, provided that they are what the people want. So we would offer as few items as practicable and, before our salesmen presented them, each one would be tested out and proved in pretty much the same way that we tried out Cutex before 1912.

We would start with an adequate line instead of with a single product. And we would remember at all times the advantages and attractions of simplicity in merchandising a new product.

"Our library consists of 2,000 volumes, and we have about 12,000 cards referring to merchandising information. Yet we feel we could not get along without The RICHEY DATA SERVICE," says a prominent advertising agency.



This Little Black Book is a Ready Reference File of Merchandising Information—and revised monthly.

EVERYONE in advertising and selling needs it. Its value has been proved by years of use.

It is authentic. No coined information. Everything from authoritative sources, usually improved by interpretive methods.

Actually a "field manual" of merchandising. It digests concisely (1) current business reviews, (2) technique of advertising and selling, and (3) American markets—population, income, occupations, buying habits, prices, wages, etc.

Convenient! It goes into your pocket. Easy to take with you for any business meeting just the information you need—and in an attractive and authoritative form.

First installment of 300 pages or more, and twelve monthly issues, with binder and desk file, \$15.00. Renewals are \$10.00 the year.

SPECIAL OFFER

Until January 1, 1923

1. Five days for free examination of first installment and last monthly issue.
2. Subscription dated month following order.
3. One-third cash and monthly payments if desired.

Send for it now. Just mail this coupon, with your name and address in margin, as a trial order. Or write for November bulletin giving full description.

THE RICHEY DATA SERVICE
P. O. Box 101 Indianapolis, Ind.

Group of Arizona Cities to Advertise

A group of cities in the Salt River Valley of Arizona, of which Phoenix is the largest, plans an advertising campaign citing that section's advantages as an agricultural and industrial centre and its favorable location as a residential place for Western home settlers.

A drive for \$160,000 is now in progress and as soon as half this amount is subscribed, definite plans for the campaign will be made. The Los Angeles office of Lord & Thomas will direct this advertising.

Represents Farm Papers in San Francisco

Lewis W. Clark, has become manager of the San Francisco office of Associated Farm Papers, following the resignation of M. C. Holman, who is to enter business as a manufacturers' representative. Mr. Clark was formerly associated with Mr. Holman in farm paper representation.

Has "Excello" Shirt Account

The Excello Shirt Company, New York, manufacturer of "Excello" shirts, has placed its advertising account with the Alfred Austin Advertising Agency, New York.

F. A. Miller Joins Dunlap-Ward Agency

Franklin A. Miller, formerly advertising manager of the Stromberg Motor Devices Co., and Western representative of *Cosmopolitan*, has joined the staff of the Dunlap-Ward Advertising Company, Cleveland. He will have charge of promotion work. For the past three years Mr. Miller headed his own company, merchandising automotive parts and accessories.

With Phoenix, Ariz., "Arizona Republican"

L. A. Weiss has joined the merchandising service bureau of the Phoenix *Arizona Republican*. He formerly conducted an advertising service in Phoenix.

R. E. Forbes, recently with the Dallas, Tex., *News*, has joined the advertising department of the *Arizona Republican*. He was at one time with the Kansas City *Star*.

With "Business Woman"

Montgomery Wilcox, recently New York City and Southern representative for *Columbia*, has been appointed advertising manager of *The Business Woman*. At one time Mr. Wilcox was with the *Literary Digest*.

ARE YOU A PUBLISHER or DO YOU WANT TO BE ONE?

In either case here is an opportunity that you can't afford to neglect. A well established, 18 year old, general interest magazine is on the market. Its owner desires to retire from active business and wants to leave this magazine in competent hands. He will sell the entire property or will retain a financial interest in it.

The publication has a sound circulation now on the increase. It will be a real money maker under aggressive management. Address P. T., Box 83, c/o Printers' Ink, 833 Peoples Gas Building, Chicago, Ill.

Announcement

Charles Hanson Towne

has become

Associate Editor

in charge of

Fiction

Rose C. Feld

has become

Associate Editor

in charge of

"The Girl of Today"

Metropolitan

H. J. Whigham
Publisher

C. S. Plummer, Jr.
Adv. Manager

432 Fourth Ave.

New York City

Announcement

We are pleased to announce that R. T. Huntington and Associates now represent in the United States and Canada The Advertiser's Weekly of London, England.

The Advertiser's Weekly is read by advertising managers, sales managers, publishers and agency men throughout the British Isles.

* In the Eastern territory we also represent the following publications, which comprise

The Huntington List

ENGINEERING AND CONTRACTING

Completely covers every branch of the field.

THE WESTERN ARCHITECT

Has special influence with all architects West of Pittsburgh.

COUNTRY HOMES

National circulation to the owners of suburban homes.

THE NEW YORK MEDICAL WEEK

Official magazine of the Medical Society of the County of New York.

THE PHOTODRAMATIST

A national magazine for writers.

INTERCOLLEGIATE ATHLETICS

Reaches undergraduates, graduates and athletic coaches of every college in the country.

Our organization can represent effectively one or two more good publications

R. T. HUNTINGTON
and Associates

47 West 34th Street, New York City

Telephone Fitzroy 3443

Goodwin Mann Agency becomes Conklin Mann, Inc.

A. O. Goodwin, president of Goodwin Mann, Inc., formerly A. O. Goodwin, Inc., New York and Richmond, Va., advertising agency, has disposed of his interest in the company and resigned as president and director.

Conklin Mann, formerly vice-president and general manager, has been elected president of the company which will continue as Conklin Mann, Inc.

Peanut Butter Makers Form National Organization

Walter J. Hirsch of the Walter J. Hirsch Company, Chicago, has been elected president of the National Peanut Butter Manufacturers' Association and Harry J. King, secretary-treasurer. The association has been formed for the purpose of correcting trade abuses and bettering trade conditions in the industry. Headquarters of the association will be located at Chicago.

Charleston, S. C., "American" Has New Owners

The Charleston, S. C. *American* has been purchased by the Perry-Lloyd Jones Newspapers in which John H. Perry, president of the American Press Association, and Richard Lloyd Jones are associated. T. F. McPherson is general manager of the Perry-Lloyd Jones Newspapers which will take control of the *American* December 1.

Paterson, N. J., Has New Morning Paper

The Passaic County Publishing Company on November 1 issued the first copy of the Paterson, N. J. *Times*, a morning newspaper. Louis Neikrug is business manager.

Stevens & Baumann, Inc., New York publishers' representatives, have been appointed national advertising representatives.

T. O. Grisell Joins Batten Agency

T. O. Grisell, formerly general sales manager of the Green Engineering Company, East Chicago, Ind., has joined the staff of George Batten Company, Inc., New York. Mr. Grisell was at one time associated in an executive sales capacity with the Computing Scales Company, Dayton, O., and the Elliott-Fisher Company.

The Ged Manufacturing Company, New York manufacturer of jewelry specialties, will conduct an advertising campaign in national class publications. The account is with the Hill-Winsten Company, Inc., New York advertising agency.

Announcing THE BEVERAGE BLUE BOOK for 1923

*The Standard Reference Book,
Buyers' Guide and Directory*

LISTS all bottling establishments and cereal beverage manufacturers in the United States.

Edition: 5,000.

Distribution: The manufacturers of three-fourths of all bottled beverages in the United States.

Forms Close December 20th

Page Rate - - \$70
(3¼ x 7½ inches)

Half Page Rate, \$40
(3¼ x 3½ inches)

H. S. RICH & CO., Publishers
The Beverage Journal
433 S. Dearborn St. Chicago

Proprietary Medicine Business FOR SALE

Other interests make it necessary for us to dispose of the proprietary medicine business known as The Purabrand Products Company. This includes five products, based on approved formulas, a headache remedy, a healing salve, a corn remedy, an indigestion remedy, and a tonic in tablet form. Each has a trade-mark of selling value. Excellent testimonials have been received for each product. The general trade-mark denoting the whole line is attractive and has been registered in the patent office.

This proposition, including a complete stock of each remedy, together with dealer helps and displays, is all prepared, ready for some firm already conducting a proprietary medicine business or some firm with the necessary time to put it over.

We shall be glad to give you full particulars in answer to your inquiry. Address Purabrand Products Co., Pleasant Hill, Ohio.

An Advertising Executive

house-organ editor, sales correspondent, 34, now connected with the largest national organization of its kind, wishes to hear from a house which is sufficiently jealous of its name and quality of personnel so that only the unusual stripe of worker interests it.

To this organization, which should be hard to get into and hard to get out of, this man can offer all the customary things and something more; a rich past which frequently declares dividends in work and in business family-hood. Address "D. H.," Box 94, care of Printers' Ink.

A Working-Sales Manager Seeks New Association

Fifteen years' experience as salesman and sales executive with large corporations.

Skilled in the selection and field training of salesmen and the installation and operation of branch offices.

Age 37, and possessing an unusual sense of loyalty and a large capacity for work in the cause of the right man.

Address "G. L.," Box 97
care of Printers' Ink

National Advertisers of Garments Consolidated

Three manufacturers of women's garments, The H. Black Company, "Wooltex" coats, skirts and suits; Printz, Biederman Company, "Printz-ess" coats, suits and dresses, and the M. T. Silver Company, all of Cleveland, have been consolidated.

The merger has been effected for the purpose of pooling purchase and production facilities and reducing operating costs. The three concerns plan to use only one plant.

The merger will not affect the style of advertising or the sales policies of the individual companies which will retain their own trade-marks.

Hugh Fullerton will continue to direct the advertising and sales of The H. Black Company.

L. W. Newmark will continue to direct the sales and advertising of the Printz, Biederman Company and the M. T. Silver Company.

Join Hannah-Crawford Agency in Milwaukee

A. B. Wilson, H. M. Landgraf and Miss Agnes Olson have joined Hannah-Crawford, Inc., Milwaukee advertising agency. Mr. Wilson was recently a member of the Wilson-Richter Advertising Agency of Milwaukee and formerly promotion manager of the Milwaukee Journal. Mr. Landgraf was advertising manager of the Chain Belt Company, Milwaukee, and promotion manager of the Wisconsin News. Miss Olson was formerly with the editorial staff of Good Housekeeping.

Ever Eat Chevon?

Chevon is the new name for goat meat, selected by the Texas Sheep and Goat Raisers' Association. The prize (an Angora goat) for suggesting the best name was won by Mrs. E. W. Hardgrave, Sanderson, Tex. Chevon is a contraction of the French words "chèvre," meaning goat, and "mouton," meaning mutton. Goat mutton, if you please.

The dining-car menus on the M. K. & T. railroad, as soon as the name was chosen, offered "Broiled Chevon on Toast, Katy style, eighty cents."—*The Farm Journal*.

B. T. Babbitt Appoints W. W. Briggs

William W. Briggs, formerly with the American Optical Company, Southbridge, Mass., is now with B. T. Babbitt, Inc., New York, as advertising manager. Mr. Briggs was at one time with The Erickson Company, Inc., New York advertising agency.

The Riverside, Cal., Press has appointed M. C. Mogensen & Company, Inc., as its Pacific Coast advertising representatives.

INTERNATIONAL STUDIO

[*An Expression of the World's Art*
AMERICA'S MOST BEAUTIFUL PUBLICATION]

WE ARE PLEASED
TO ANNOUNCE THE
APPOINTMENT OF

MR. A. M. CAREY

AS ADVERTISING
MANAGER

INTERNATIONAL
STUDIO INC
786 SIXTH AVE. NEW YORK

Member
A. B. C.

London: 17 Old Burlington Street
Paris: 26 rue Jacob

Are You Getting Your Share of Business in New England?

"Manufacturing activity in New England is better than at any time since last November, and retail trade has been much better this fall than it was a year ago," says the October review of the Federal Reserve Bank of Boston.

"Taken all in all," the review says, "conditions in the textile industry are distinctly encouraging, and, in view of the fact that this industry is the largest in New England and is peculiarly sensitive to changes in general business conditions, it tends to make the general outlook good for the immediate future in New England."

The metal trades also are improving, the review continues, and there is already a scarcity of skilled workmen for the metal trades in several New England centers.

Referring to retail trade, the review says: "Merchants report that a better grade of merchandise is being bought now than last fall. The public is spending its money more freely."

The logical place to advertise for this business is in the New England newspapers. Get your message before these prosperous consumers through the 15 home dailies. They blanket the entire market thoroughly.

NEW HAVEN, CT., REGISTER

Daily and Sunday Cir. 34,427 P. O.
Population 165,000, with suburbs 225,000

NEW LONDON, CT., DAY (Evening)

Daily Cir. over 10,829 A.B.C.—3c copy
Population 25,688, with suburbs 60,000

PORTLAND, ME., EXPRESS

Daily Circulation 26,294 P. O.
Member A. B. C.
Population 69,169, with suburbs 75,000

BURLINGTON, VT., FREE PRESS

Daily Circulation 11,459 P. O.
Population 22,779, with suburbs 40,000

MANCHESTER, N. H. UNION and LEADER

Daily Circulation 28,605 P. O.
Population 75,063, with suburbs 150,000

FITCHBURG, MASS., SENTINEL

Net Paid Circulation now 10,660
Population 41,013, with suburbs 110,000

LOWELL, MASS. COURIER-CITIZEN LEADER

Daily Circulation 20,419 P. O.
Population 112,759, with suburbs 150,000

LYNN, MASS., ITEM

Daily Circulation 16,132 A.B.C.—2c copy
Population 99,198, with suburbs 125,000

NEW BEDFORD, MASS. STANDARD & MERCURY

Daily Circulation 31,489 A.B.C.—2c copy
Population 121,217, with suburbs 160,000

SALEM, MASS., NEWS

Daily Circulation 20,079 P. O.
Population 43,697, with suburbs 150,000

SPRINGFIELD, MASS., UNION

Daily Circulation 72,552 P. O.
Population 129,563, with suburbs 250,000

WORCESTER, MASS. TELEGRAM GAZETTE

Daily Circulation 73,957 A. B. C.
Population 179,754, with suburbs 350,000

PAWTUCKET, R. I., TIMES

Net Paid Circulation 23,911 A. B. C.
Serves territory of 130,000

BRIDGEPORT, CT. POST TELEGRAM

Daily Circulation 46,730 A. B. C.
Population 150,000, with suburbs 220,000

HARTFORD, CT., TIMES

Daily Circulation 45,229 A.B.C.—3c copy
Population 138,036, with suburbs 373,000

EACH OF THE NEWSPAPERS here named is a power in its home community.

A Shoe Advertiser Who Has Always Earned a Profit

"Sorosis" shoes, manufactured by the A. E. Little Company, Lynn, Mass., have been advertised and sold in all parts of the world, says Alexander E. Little, president of the company, in a letter issued in connection with an issue of gold bonds. He stated the company was one of the first to adopt the policy of producing a trade-marked article of standard worth and that its valuable trade-mark and good-will are carried in the balance sheet at \$1.

The business was organized in 1898, Mr. Little states, and was conducted as a partnership until 1917. During its entire history of 25 years under the same management, his statement continues, there has never been a year in which it failed to earn a profit.

The consolidated net earnings of the company, after taxes except Federal taxes, and after depreciation for the year 1921 were \$140,341, says Mr. Little, and the twenty-year average was \$261,790. He also states that the company's business for the first nine months of 1922 is substantially in excess of that for the same period of 1921, and it is expected that this increase will be reflected in the net profits for the year.

The purpose of the bond issue, according to Mr. Little, is to provide for the extension of the company's business, particularly in connection with a new type of shoe, now being marketed under the trade name "The A. E. Little Shoe." This shoe, he says, is built for arch-support and is made by a new patented machine owned by the company.

Aunt Jemima Company Has New Product Trade-Marked

The Aunt Jemima Mills Company plans to give a new product the trade-marked name "Bran Fluffs." No plans have yet been made for nationally advertising this new product, G. A. Aylsworth, vice-president of the Aunt Jemima Mills Company, informs **PRINTERS' INK**.

Joins Cudahy Packing Company

A. J. Ouellette, formerly with the sales department of the Thos. Cusack Co., outdoor advertising, New York, has been appointed sales manager of the New England division of the Cudahy Packing Co., Old Dutch Cleanser and soap department. His headquarters will be at Boston.

Net Profits of Julius Kayser & Company Increase

Julius Kayser & Company, New York, "Kayser" silk hosiery, underwear, and gloves, reports its net earnings for the fiscal year ended August 31, 1922, as \$1,685,058 as against \$618,978 for the previous year.

"The old home town!"

Here's how Portland, Maine is covered!

U. S. Census gives Portland 16,801 families.

Express' City Circulation, average first 9 months this year, 16,585 net paid.

This shows how conservative is our statement "the Express is taken in 15 of every 16 homes in Portland!"

"A truly remarkable Coverage!"

Portland Express

Portland's only Evening paper

Largest Circulation of Any Maine Daily!

The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago

Advertising Printing Salesman

(Contact Man)

Good find for advertising agency with a direct service department or large printing plant, producing quality work. Practical knowledge of type, engraving, printing, capable of supervising direct advertising from write up to complete delivery.

Address "C. G.," Box 93,
Care of Printers' Ink

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1858 by George P. Rowell

PRINTERS' INK PUBLISHING COMPANY
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS.

Chicago Office: Peoples Gas Building, 122 S. Michigan Blvd., DOUGLAS TAYLOR, Manager.

Atlanta Office: 1904 Candler Building, GEO. M. KOHN, Manager.

St. Louis Office: Post Dispatch Building, A. D. MCKINNEY, Manager.

San Francisco Office: Examiner Building, M. C. MOGENSEN, Manager.

Canadian Office: Lumsden Bldg., Toronto, H. M. TANDY, Manager.

Paris Office: 31bis Faubourg Montmartre, JEAN H. FULGERAS, Manager.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign Postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$100; half page, \$50; quarter page, \$25; one inch, minimum \$7.70. Classified 55 cents a line, Minimum order \$2.75.

JOHN IRVING ROMER, Editor
FREDERICK C. KENDALL, Managing Editor
JOHN ALLEN MURPHY, Associate Editor
ROY DICKINSON, Associate Editor
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D. M. Hubbard
London: Thomas Russell

NEW YORK, NOVEMBER 9, 1922

Advertising That Inspires Quick Action Of the four things that an advertisement is supposed to do perhaps the most difficult to accomplish is to get the reader to act immediately. It is comparatively simple to attract attention, arouse interest and to bring about a desire to buy, but it is not so easy to get immediate action on this desire. There are many salesmen who can bring a prospect up to the dotted line, but can get him no farther. A real salesman must also be a closer.

The copy writer, or the salesman in print, does not always have to go so far. In most cases, he accomplishes his mission when he stirs up a desire to buy. He can safely leave the actual closing of the sale to some other marketing force, such as a retail salesman, a

retailer, a window exhibit or a counter display or something else. It is always desirable, however, where it can be done, to make the desire to purchase so strong that it will be acted on quickly or at least not postponed too long.

Often this can be achieved through just a few words that bring up such a vivid picture before the reader that immediate action is inevitable. We believe that the Stumpp & Walter Co., of New York, accomplishes this well in recent newspaper copy in which bulbs for fall planting are featured. There is always much doubt in the mind of the gardener regarding the best time to plant. Stumpp & Walter answer this by saying "Election Day is an excellent day for planting Darwin Tulips and Hyacinths outdoors." That sentence, which is repeated variously through the copy, does two things. It lets the gardener know that Election Day is a proper time for planting, and it also reminds him that it may be his last good chance to plant. Now that the days are getting short, most suburbanites seldom see their homes in the daylight on week days. Election Day being a holiday, therefore, offers the gardener a fine chance to wind up many of his fall gardening jobs.

Hence this advertiser's sentence is likely to inspire immediate action. It is an example of how words can be used so as to make people do things.

Retiring Obsolete Styles

To what extent would it be advantageous for manufacturers of trade-marked articles to relieve their dealers of any such merchandise which may have become unsalable through changes in styles, market conditions or popular demand?

The Victor Talking Machine Company has recently consummated an exchange deal with its retail dealers under the terms of which one-fifth of the records listed in the 1922 edition of the Victor catalogue, or 1,040 numbers, may be returned to the com-

pany by dealers having quantities of these records on hand.

In a letter to Victor distributors explaining the plan, the company says:

"No such extensive exchange was ever contemplated before by any manufacturer. The cost to the Victor company is expected to reach two million dollars.

"The Victor Board has sanctioned this great undertaking as an investment in Victor good-will.

"If our wholesale customers will match our contribution of money with an appropriate contribution of intelligent effort the retail trade may be made a unit in realizing that no inducement of competition can in the long run offset the liberality of Victor policies and the merit of Victor products.

"This will be our reward. Yours will come through the release of large sums of money for the purchase of the new Victor instruments and records the trade will need so urgently during the coming season. The short of the matter is that this action means the removal of the last doubt that the Victor trade will enjoy a winter of unusual prosperity and progress."

A merchandise credit for the records returned is issued through the wholesaler when the records have been received and accepted by the Victor company. The classes of records involved include ten-inch and twelve-inch selections in all groups, such as blue, black and purple labels and red seal.

This exchange offer exceeds in magnitude any similar offer ever made by the Victor company and is made without the customary three months' advance notice which is generally one of the conditions attached to the offers of record manufacturers when notifying the trade of the withdrawal of records from the market.

The advantages of the exchange are too apparent to need particular mention. Not only is the retailer relieved of the necessity of disposing of his unsalable records at a loss through a special sale, the usual expedient for cleaning out obsolete merchandise, but he does not impair the purchasing

power of his customers to purchase new goods as he might do if he tried to force out his old stock at reduced prices.

Getting rid of obsolete merchandise is a vexing problem in many lines. Even though the retail dealer may be primarily at fault in failing to sell goods while they are new, the fact remains that he has not sold them and so long as they remain in stock they prevent the dealer from investing in newer goods with the risk attached that if he does at last force a sale he may decide to buy another line in the future.

Advertising Copy That Interests Buyers

A number of concerns will tell you that they cannot think of anything interesting or significant to say in their business-paper advertising. This is probably the most common objection that the advertising salesmen of these publications receive. This objection is made, despite the fact that hundreds of companies are demonstrating how trade-paper copy can be made both interesting and vital.

Probably the easiest and at the same time one of the most effective advertisements that can be written for a business paper is for a concern to present the principal sales argument for its product. Every company must have such an argument or it could not long remain in business. Usually this selling point is the one thing prospective buyers are most interested in learning. Arguments of this sort can be presented in a wide variety of guises.

An unusual one is presented by the Salisbury Bros. Furniture Co., of Randolph, Vt., in its current business-paper copy. This company is located outside of the country's large furniture centres, and presumably this is a disadvantage. So this advertiser proceeds to capitalize its disadvantage by turning it into an advantage. This the company does by showing that "the difference between freight rates from Randolph, Vt., to practically all Eastern points and that from most of

the larger furniture centres is an added profit for Salisbury dealers. In addition to the actual money saved, there is a considerable saving in time in transit."

That is the sort of argument a buyer would listen to if it were delivered by a salesman in person. Why, then, would it not make capital copy for a trade-paper message? This furniture company demonstrates to us that it does. It goes on to prove its contention by showing a map of New England, with nearby States. Randolph is shown as being centrally located in this section. Under the map a table is printed giving the freight rates for less than carload lots from Randolph to certain principal cities, such as Portland, Me., Albany, N. Y., etc. The number of days a shipment should be in transit is also given. The rate to New Haven, Conn., for instance, is ninety-five and one half cents and it takes four days to deliver a shipment there.

That is the very sort of information a merchant considers when he is buying.

War Inventions to Be Advertised

What has become of all those war inventions, which prophecy had it were to have been introduced into peaceful pursuits after the conflict was over? Very few of them indeed have been showing up in advertising pages.

C. R. Lyddon, president of the Lyddon & Hanford Company, delivered a speech in Rochester the other day which explains what has become of these products and why we have not yet seen many of them advertised. In part he said:

"Manufacturers were keyed up to do great things during 1917, 1918 and 1919, because of war necessity. Their plants were expanded and their mechanical forces were developed to their greatest efficiency. With war days gone by, every manufacturer sought to create something new that could take up the production capacity of his plant and as a result many new articles of merit have been created.

"Next came the problem of post-

war financing, and because of a natural reticence to invest money in new things in days that were not considered too prosperous, many of these new articles have been withheld from the market.

"The increased prosperity of the past several months has been encouraging however, and now manufacturers all over the State are preparing to go out after new business in 1923. Rochester always has been known as the city of advertised companies and we are confident that another year will see many more lines of advertised merchandise added to the list."

Mr. Lyddon's explanation squares exactly with the facts. For two years after the war ended in 1918, manufacturers were so busy taking care of the orders that were being shoved in on them from all sides that they had no time to prepare to market new products. When the depression came in 1921 they were in no mood to tackle the selling of an untried article. Financing at that time was both difficult and costly. Sales resistance was more stubborn than usual. All in all it was not a propitious time to introduce a new product.

But now that conditions are more normal and business in general is decidedly on the upgrade, many of these war inventions that have been shelved for four years will be advertised to the public. Two or three of these campaigns have already started. We know confidentially of several more that will make their appearance during the next few months. Mr. Lyddon, himself, says that in the seventeen years that he has been in business in Rochester never has he faced a year where the advertising outlook is as bright as it is for 1923. Many other advertising agents hold the same opinion.

It is a well-known fact that all of our periods of great advertising prosperity pretty closely parallel periods when general business, itself, is on the upswing. When sales are expanding, as they are now, advertising volume is bound to expand likewise.

Newell-Emmett Company

Incorporated

Advertising • Merchandising Counsel

120 WEST THIRTY-SECOND STREET

New York

AN ADVERTISING
AGENCY FOUNDED
ON THE IDEA OF
RENDERING SUPER-
LATIVE SERVICE TO
A SMALL NUMBER
OF ADVERTISERS

CLIENTS

Liggett & Myers Tobacco Co.

*(Fatima, Chesterfield and
Piedmont Cigarettes)*

Johns-Manville Incorporated

Western Electric Co.

American Chic Company

"NOT HOW MUCH, BUT HOW WELL"

Wanted a Man

Long-established publishing house has opening for assistant

advertising manager on a new consumer magazine to be launched early in 1923.

The man for this position should be about 35 years of age, college trained, and now successfully selling national magazine space.

His ability and previous contact with advertisers and agencies should enable him later to be worth a splendid salary. The initial salary will be \$3600 per year. Must be available January first.

Also a good opening on this magazine for man to assist in circulation promotion. Write in detail "H. M.," Box 98, care of Printers' Ink, Chicago Office, 833 Peoples Gas Bldg.

EVENING HERALD

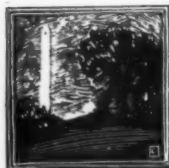
LEADS ALL LOS ANGELES DAILY NEWSPAPERS IN TOTAL PAID CIRCULATION.

Government statement for six months ended September 31, 1922

average **145,953** daily

Representatives:

H. W. Meloney Chicago
604 Times Bldg. G. Logan Payne Co.
Suite 401, Tower Bldg.
New York: 6 No. Michigan Ave.



**Pen
drawings**
two inches square
\$2.50

Send for a folder

**RAYMOND
H. LUFKIN**

117 FEDERAL ST. BOSTON, MASS.

Imprinting Dealer Literature

MANUFACTURERS' PUBLICITY COMPANY
ADVERTISING

NEW YORK, Oct. 18, 1922.

Editor of PRINTERS' INK:

Can you advise us what is the usual practice as regards over-printing of name and address on advertising printed matter furnished by a concern to other firms or individuals as a sales help in disposing of their goods?

Is it the usual thing for the concern that furnishes the printed matter to have the over-printing done itself, standing the cost of same, or is it a more general practice to furnish the printed matter (circulars, booklets, etc.) and leave it to the firm to whom same is sent to have its own name and address over-printed on them?

Any information you can let us have with regard to the above situation will be extremely appreciated.

MANUFACTURERS' PUBLICITY COMPANY,
W. HULL WESTERN.

THERE is no such thing as a standard practice in the matter of imprinting dealer literature. It depends entirely on what is required to induce dealers to use the material. If imprinting the booklets or folders makes more certain that they will be employed judiciously the additional cost is well warranted.

Still, the greater part of dealer literature is distributed without an imprint. Perhaps that accounts for the tremendous waste in this field of advertising. When the space is left blank the merchant seldom sends it to his printer for an imprint. A rubber stamp is what the retailer generally employs.

The extra expense involved by doing the imprinting for the dealer is in the nature of "use insurance" and is usually well worth the cost.—[Ed. PRINTERS' INK.]

With Sandmeyer Agency

Miss Ione Van Dorn has joined R. E. Sandmeyer & Company, Chicago advertising agency, and will have charge of this company's women's department. She was formerly with the George E. Mizen Company, Chicago advertising art service.

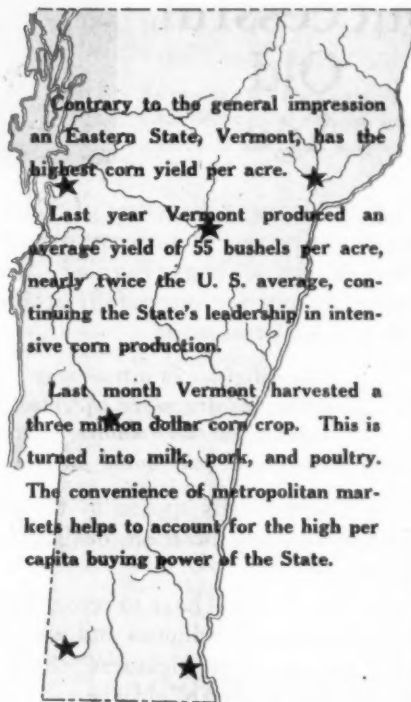
Ryland Church, recently with the Cleveland Better Business Commission, has taken up Better Business Bureau work in Washington, D. C.

First in Corn

"Corn Crop"



*Sign
Posts
of
Buying
Power
No. 1*



Vermont Allied Dailies

BARRE TIMES, BRATTLEBORO REFORMER, BENNINGTON BANNER, BURLINGTON
FREE PRESS, RUTLAND HERALD, ST. JOHNSBURY CALEDONIAN-RECORD

How to Achieve a Successful Old Age



A. M. Johnson, President of the National Life Insurance Co., Chicago, in a recent interview which was published in the Chicago Evening American, stated the various reasons for successfully achieving old age. His 15th and final reason is:

"Be religious in a true way. Folks who are saved are more cheerful, happy and regular in their habits, content to stay home and take some pleasures."

Words earnestly spoken by the president of a great life insurance organization, dealing forever in mortuary figures.

So, too, you will have to recognize in your advertising the folks who are religious and who are "content to stay home and take some pleasures" if you wish your business to achieve a successful old age.

EXTENSION MAGAZINE

The World's Greatest Catholic Monthly

Member of the A. B. C.

General Offices: 180 North Wabash Ave., Chicago, Illinois

Eastern Advertising Representatives: LEE & WILLIAMSON,
171 Madison Avenue, New York City.

NOVEMBER MAGAZINES

VOLUME OF ADVERTISING IN MONTHLY MAGAZINES

(Exclusive of publishers' own
advertising)

Standard Size		Pages	Lines
Review of Reviews.....	152	34,138	
Atlantic Monthly	131	29,553	
World's Work	130	29,120	
Harper's	94	21,168	
Scribner's	83	18,738	
Century	62	14,056	
Current Opinion	48	10,967	
Bookman	39	8,910	
St. Nicholas	28	6,384	
Our World	25	5,614	
Blue Book	20	4,641	
Wide World	19	4,312	
Munsey's	17	3,864	
Everybody's	15	3,438	

Flat Size		Columns	Lines
American	253	36,210	
Physical Culture	237	33,991	
Red Book	209	29,970	
True Story	166	23,811	
Cosmopolitan	151	21,705	
American Boy	99	19,800	
Photoplay	135	19,400	
Motion Picture Magazine	111	15,875	
Metropolitan	107	15,442	
Success	104	14,935	
Sunset	89	12,804	
Asia	82	11,429	
Boys' Life	64	10,951	
Hearst's International	73	10,498	
Boys' Magazine	56	9,686	
McClure's	53	7,692	
Elks Magazine	40	6,211	
Screenland	42	6,125	

WOMEN'S MAGAZINES

	Columns	Lines
Vogue (2 issues).....	633	100,160
Ladies' Home Journal....	498	84,809
Good Housekeeping	384	54,996
Harper's Bazar	326	54,891
Pictorial Review	250	50,058
Woman's Home Companion	264	44,918
McCall's	174	34,870
Delineator	177	30,229
Modern Priscilla	151	25,675
Designer	142	24,263
People's Home Journal....	104	17,745
Fashionable Dress	99	17,022
Holland's	85	16,206
Woman's World	82	14,021
People's Popular Monthly..	68	13,066

"That's a real prospect list,"

says the dealer from
Lynchburg.

AUTOMOBILE MANUFACTURER:
"We are planning for The Elks
Magazine in our new campaign.
Will that help you sell cars in
Lynchburg?"

AUTOMOBILE DEALER from
Lynchburg: "I should say it
would. I'm an Elk myself and
there are 1231 more of us in
Lynchburg. A lot of them
drive our cars now and I don't
know of any better prospect
list to sell more of them too."

* * * *

Most any automobile dealer
in Lynchburg,—or in a thou-
sand other towns, larger or
smaller than Lynchburg,—will
say the same thing.

Half the automobile dealers
in the Lynchburgs are Elks
themselves; and they *know*
that half the Elks in their town
drive cars—and that most of
the other half are good pros-
pects for cars.

The Elks

Magazine

"850,000 voluntarily subscribed for"
Telephone Vanderbilt 8757
50 East 42nd Street, New York City

EASTERN OFFICE:

Rufus French, Inc., New York

NEW ENGLAND OFFICE:

Charles Dart—Charles W. Orbett, Boston

WESTERN OFFICE:

Archer A. King, Inc., Chicago

PACIFIC COAST OFFICE:
A. J. Norris Hill, San Francisco

"By many thousands!"

**Largest Circulation
in Connecticut's
Largest City!**

City Circulation, alone, of "Register" is several thousands larger than the ENTIRE circulation of any other New Haven paper.

More than 34,000 people every night now BUY The "Register."

Known!

to produce the Most Results in New Haven stores—and at LOWEST percentage of SELLING-COST; therefore MOST PROFITABLE to Advertisers,

The Register of New Haven Connecticut

Ninety-one per cent. of its entire circulation is in and close to the city of New Haven (within ten miles of the New Haven City Hall).

New Haven Register

*The Julius Mathews Special Agency
Boston—New York—Detroit—Chicago*

	Columns	Lines
Needlecraft	67	11,390
Child Life	78	11,154
Mother's Magazine	49	8,663
Today's Housewife	39	6,667
Woman Citizen (2 Oct. is.)	26	3,871

GENERAL AND CLASS

	Columns	Lines
Spur (2 issues).....	506	85,136
Town & Country (2 issues)	382	64,278
House & Garden.....	382	60,382
Radio News	400	58,863
Motor	293	49,224
Vanity Fair	272	43,060
Arts & Decoration.....	223	37,489
Popular Mechanics (pg.)	163	36,680
Country Life	216	36,288
System	240	34,412
Popular Science Monthly..	176	26,789
House Beautiful	173	26,436
Normal Instructor	150	25,540
Science & Invention.....	137	20,173
Field & Stream.....	135	19,332
Nation's Business	119	17,833
National Sportsman	115	16,478
Theatre	91	14,469
Outdoor Life	92	13,272
Outers' Recreation	85	12,166
Scientific American	65	11,196
Business	74	10,606
Forest & Stream.....	62	8,903
International Studio	58	8,326
Association Men	59	8,297
Motor Life	48	7,821
Rotarian	52	7,612
Extension Magazine	36	6,361
Garden Magazine	40	5,600
Illustrated World (pg.)...	24	5,397
Outing	32	4,580

CANADIAN MAGAZINES

	Columns	Lines
MacLean's (2 Oct. issues)	221	38,767
Canadian Home Journal..	152	26,616
Western Home Monthly..	132	23,860
Everywoman's World	114	20,054
Canadian Magazine (pg.)	49	11,032
Rod & Gun in Canada....	71	10,202
La Canadienne	46	8,200

OCTOBER WEEKLIES

October 1-7	Columns	Lines
Saturday Evening Post.	427	72,727
Literary Digest	103	15,698
Forbes'	86	13,152
American Weekly	32	9,040
Christian Herald	40	6,944
Outlook	42	6,112
Independ't & W'kly Rev.	40	5,766
Argosy-All-Story (pg.)	25	5,678
Life	36	5,202



You probably believe in newspaper advertising.
So do we. So much so that our campaign
for 1922-23 extends from September to April—covers
the twenty-eight principal cities of the United States—
in space of 105 lines across three columns.

That conservatively speaking, is going to give
us at least fifty thousand additional cir-
culation that you can contract for at our present rates.

Send order and copy now.

PHYSICAL CULTURE

119 West 40th Street, New York City

W. C. W. DURAND
Advertising Director

CHARLES H. SHATTUCK
Western Manager

168 No. Michigan Avenue, Chicago, Ill.

METZ B. HAYES
New England Manager

Little Building, Boston, Mass.

BLANCHARD-NICHOLS-COLEMAN
Pacific Coast Representatives

1014 Union Bank Bldg.
Los Angeles

Amer. Bank Bldg.
San Francisco

1057 Henry Bldg.
Seattle

	Columns	Lines	Totals for October	Columns	Lines
American Legion Weekly	31	4,482	Saturday Evening Post	1,464	249,037
Collier's	25	4,316	Literary Digest	402	61,177
Youth's Companion	20	3,554	American Weekly	174	47,730
Judge	17	2,485	Outlook	153	22,005
Churchman	13	1,834	Christian Herald	128	22,003
New Republic	12	1,764	American Legion Weekly	143	20,495
Nation	10	1,496	Forbes'	119	18,118
			Collier's	95	16,179
October 9-14	Columns	Lines	Life	111	16,007
Saturday Evening Post	428	72,823	Nation	112	15,741
Literary Digest	128	19,598	Argosy-All-Story (pg.)	65	14,758
American Weekly	38	10,697	New Republic	81	12,034
Nation	66	9,295	Independ't & W'kly Rev.	81	11,637
American Legion Weekly	60	8,684	Youth's Companion	64	10,900
Collier's	38	6,585	Judge	76	10,889
Christian Herald	35	6,070	Churchman	57	8,022
Outlook	41	5,928			
Independ't & W'kly Rev.	51	5,871			
Forbes'	32	4,966			
Life	28	4,089			
Judge	23	3,422			
Argosy-All-Story (pg.)	13	3,098			
Youth's Companion	17	3,011			
New Republic	15	2,299			
Churchman	12	1,700			
October 16-21	Columns	Lines			
Saturday Evening Post	326	55,477			
Literary Digest	112	17,136			
American Weekly	34	9,419			
Outlook	33	4,855			
Christian Herald	25	4,257			
American Legion Weekly	24	3,537			
Life	22	3,173			
Argosy-All-Story (pg.)	13	3,094			
Collier's	16	2,888			
Youth's Companion	15	2,550			
New Republic	17	2,536			
Churchman	17	2,437			
Nation	17	2,415			
Judge	15	2,286			
October 23-28	Columns	Lines			
Saturday Evening Post	282	48,010			
American Weekly	35	9,692			
Literary Digest	57	8,745			
New Republic	36	5,435			
Outlook	35	5,110			
Christian Herald	27	4,732			
American Legion Weekly	26	3,792			
Life	24	3,543			
Argosy-All-Story (pg.)	12	2,888			
Judge	18	2,696			
Nation	18	2,535			
Collier's	14	2,390			
Churchman	14	2,051			
Youth's Companion	10	1,785			
October 29-31	Columns	Lines			
American Weekly	32	8,882			

RECAPITULATION OF ADVERTISING IN MONTHLY CLASSIFICATIONS

	Columns	Lines
1 Vogue (2 issues).....	633	100,160
2 Spur (2 issues).....	506	85,136
3 Ladies' Home Journal	498	84,809
4 Town & Country (2 is.)	382	64,278
5 House & Garden.....	382	60,382
6 Radio News.....	400	58,863
7 Good Housekeeping ..	384	54,996
8 Harper's Bazar.....	326	54,891
9 Pictorial Review.....	250	50,058
10 Motor.....	293	49,224
11 Woman's Home Comp.	264	44,918
12 Vanity Fair.....	272	43,060
13 MacLean's (2 Oct. is.)	221	38,767
14 Arts & Decoration....	223	37,489
15 Popular Mechanics (pg.)	163	36,680
16 Country Life.....	216	36,288
17 American.....	253	36,210
18 McCall's.....	174	34,870
19 System.....	240	34,412
20 Review of Rev. (pg.)	152	34,138
21 Physical Culture	237	33,991
22 Delineator.....	177	30,229
23 Red Book.....	209	29,970
24 Atlantic Monthly (pg.)	131	29,553
25 World's Work (pg.)...	130	29,120

Coca-Cola Gross Receipts and Net Income

The Coca-Cola Company, Atlanta, Ga., reports gross receipts of \$6,690,646 for the quarter ended October 1, 1922. Manufacturing and general expenses for this period were \$4,189,216 and the net income was \$2,464,767.

Gross receipts for the first nine months of the current year amounted to \$16,861,866; manufacturing and general expenses were \$10,544,428; operating profit was \$6,317,438; and net income for the period was \$6,185,808.

We Score Another Beat—

On the afternoon of Thursday, October 19th, Lloyd George drove to Buckingham Palace and gave the King his resignation as Prime Minister. The next day every newspaper in America announced the fact in streamer headlines, and the situation in Great Britain continues to be one of the big front-page features of our press.

Six days after Lloyd George's resignation OUR WORLD was on the newsstands with its British Empire number, giving a hundred and twenty pages of articles, illustrations and maps chiefly devoted to the British situation. It was no hasty collection of materials at hand, but an issue which had been months in preparation. It included features by such men as ex-Ambassador John W. Davis, Alfred E. Zimmern, Charles R. Crane, Frank Dilnot, George W. Russell, William G. Shepherd, and Simeon Strunsky.

That this background of information could be furnished to American readers in so timely a way is due to the far-sightedness of OUR WORLD'S editorial policy and to the efficiency of its staff of "foreign observers" stationed all over the world. Every one of our eight issues has been focused on that phase of world events which had the public's chief interest on the date of publication.

We submit to advertisers that such a magazine offers them the maximum of reader interest.

OUR WORLD

The Houston Publishing Co.

Herbert S. Houston, President

Edwin Muller, Advertising Manager

9 East 37th Street

BOSTON

Tremont Building

New York

CHICAGO

Peoples Gas Building

75,000 PAID CIRCULATION GUARANTEED

"PRINTERS' INK'S" FOUR-YEAR RECORD OF NOVEMBER ADVERTISING

GENERAL MAGAZINES

	1922	1921	1920	1919	Totals
American	36,210	29,604	62,514	61,498	189,826
Red Book	29,970	26,748	42,027	38,932	137,677
Review of Reviews	34,138	25,223	37,150	33,600	130,111
World's Work	29,120	24,609	37,462	30,737	121,928
Physical Culture	33,991	28,023	27,910	31,889	121,813
Atlantic Monthly	29,553	26,957	34,552	28,992	120,054
Cosmopolitan	21,705	17,387	32,960	38,969	111,021
Harper's	21,168	19,248	26,544	31,472	98,432
American Boy	19,800	15,193	27,337	28,116	90,446
Scribner's	18,738	16,548	27,888	26,796	89,970
Metropolitan	*15,442	9,817	25,637	32,238	83,134
Photoplay	19,400	19,068	24,418	18,744	81,630
Sunset	12,804	15,331	24,176	22,547	74,858
Motion Picture Magazine	15,875	13,752	20,039	22,882	72,548
Boys' Life	10,951	11,500	19,267	23,602	65,320
Hearst's International	*10,498	7,952	19,193	21,806	59,449
McClure's	*7,692	X	16,725	30,200	\$54,617
Century	14,056	12,334	21,406	X	\$47,796
Boys' Magazine	9,686	7,854	9,521	14,014	41,075
St. Nicholas	6,384	6,678	10,192	16,100	39,354
Everybody's	*3,438	*3,191	11,509	15,291	33,429
Mansey's	3,864	4,704	9,408	10,304	28,280
Current Opinion	*10,967	*7,322	*9,408	X	\$27,697
	415,450	349,043	577,243	578,729	1,920,465

*New size. X Issue omitted. †Three-year total.

WOMEN'S MAGAZINES

	1922	1921	1920	1919	Totals
Vogue (2 issues)	100,160	72,751	127,149	144,160	444,220
Ladies' Home Journal	*84,809	*66,336	96,771	102,271	350,187
Good Housekeeping	54,996	38,343	63,684	67,729	224,752
Pictorial Review	50,058	29,580	72,875	68,755	221,268
Woman's Home Companion	*44,918	*33,830	65,127	64,916	208,791
Delineator	*30,229	*24,254	57,189	50,844	162,516
Harper's Bazar	54,891	40,644	64,258	X	\$159,793
†Designer & Woman's Mag.	*24,263	*19,082	44,776	34,721	122,842
McCall's	34,870	20,743	32,070	23,580	111,263
Modern Priscilla	25,675	19,328	25,272	17,289	87,564
People's Home Journal	*17,745	*14,620	24,560	18,782	75,707
Woman's World	14,021	12,561	16,923	12,493	55,998
People's Popular Monthly	13,066	11,417	13,838	13,145	51,466
Needlecraft	*11,390	*10,114	12,285	10,774	44,563
Mother's Magazine	*8,663	5,018	15,980	10,892	40,553
	569,754	418,621	732,757	640,351	2,361,483

*New size. †Two magazines now combined. X Issue omitted. ‡Three-year total.

CLASS MAGAZINES

	1922	1921	1920	1919	Totals
Town & Country	164,278	X 57,082	X 79,332	X 79,986	280,678
System	34,412	34,722	56,228	64,319	189,681
Popular Mechanics	36,680	38,922	50,228	53,760	179,590
Vanity Fair	43,060	31,174	52,534	51,192	177,960
House & Garden	60,382	28,640	37,087	29,118	155,227
Country Life	36,288	32,171	38,304	35,388	142,151
Scientific American	11,196	10,096	\$26,801	**39,478	87,571
Nation's Business	17,833	8,820	23,667	28,518	78,838
House Beautiful	26,436	16,320	18,441	10,347	71,544
Theatre	*14,469	*15,434	21,474	20,160	71,537
Popular Science Monthly	26,789	18,494	25,240	+	\$70,523
Field & Stream	19,332	17,496	15,941	16,634	69,403
National Sportsman	16,478	12,057	13,067	14,438	56,040
Outdoor Life	13,272	11,035	9,649	10,300	44,256
Outer's Recreation	12,166	10,256	8,443	8,549	39,414
Forest & Stream	8,903	7,646	8,121	8,375	33,045
Outing	4,580	4,911	5,469	7,981	22,941
	446,554	355,276	490,026	478,543	1,770,399

*New size. + Issue omitted. †Three-year total. ‡Two issues. X Three weekly issues.

**Four weekly issues. ‡Five weekly issues.

WEEKLIES (4 October Issues)

	1922	1921	1920	1919	Totals
Saturday Evening Post	249,037	*214,103	*358,787	*304,198	1,126,125
Literary Digest	61,177	*59,988	*155,928	90,886	367,979
American Weekly	*47,730	*61,361	*54,656	*26,648	190,395
Collier's	16,179	*14,422	*66,746	\$20,870	118,217
Christian Herald	22,003	*20,693	*38,405	*35,445	116,546
Outlook	22,005	26,530	31,730	\$28,272	108,537
Life	16,007	13,405	30,417	29,093	88,922
Judge	10,889	*4,745	*10,941	10,829	37,404
	445,027	415,247	747,610	546,241	2,154,125

‡One issue. §Two issues.

†Three issues. *Five issues.

GRAND TOTALS 1,876,785 1,538,187 2,547,636 2,243,864 8,206,472

Influence

'The Quare Women,' by Lucy Furman

THE ATLANTIC MONTHLY

MAY

1922



Steel	CHARLES RUMFORD WALKER, JR.	577
The United States Steel Corporation	Some Social Considerations	KIRBY PAGE 585
The Steel Industry in Ireland From a Scotland Yard Notebook		LUCY FURMAN 594
II. The Irish Education of Mr. Lloyd George		CARL W. ACKERMAN 603
An Adventure in Prophecy		JAMES STEPHENS 615
Poems		ANNE GOODWIN WINSLOW 618
Whom the Land Loves		MARY ALDEN HOPKINS 620
Hairy Mary. A Tale		A. M. SINGLETON 623
Hunting Oil in Oklahoma		RODERICK PEATTIE 630
What Is College for?		THURGOOD MORGAN 642
Upland Pasture. A Story		MARY ELLEN CHASE 651
Useless Information		ROBERT M. GAY 659
Socialism Undeveloped		STRAND RUSSELL 664
An Island Harbor		JOSEPH HUSBAND 672
Tired. A Poem		WILFRED GIFFORD 675
The Twelve-Hour Day.		
Gossip, probably apocryphal, has it that Mrs. Hard- ing was so moved by a magazine article describing the experiences of the men who work twelve hours in the steel mills that she induced the President to call the recent conference at the source of Mr. Harding's inspira- tion. Whatever the source of Mr. Harding's inspira- tion, the fact is that because of it a committee of executives representing the steel industry is now at work upon official opposition to the shortening of the work day. For the moment—Getting Acquainted with the Atlantic—A Moral Adventure		
The Atlantic's Book		
Memoirs of a Millionaire—Young Roosevelt—Mr. Proboscis—Mind in the Making—Hortiquin and Columbo—The Atlantic's Book		

THE ATLANTIC MONTHLY COMPANY

PUBLICATION OFFICE: RUMFORD BUILDING, CONCORD, N.H.
Editorial and General Offices: 8 ARLINGTON ST., BOSTON 17, MASS.

Published monthly Entered at Post Office, Concord, N.H., and Ottawa, Canada, as second-class matter
Copyright, 1922, by The Atlantic Monthly Company

40 cents a copy

Foreign Postage \$1.00, Canadian Postage 50 cents, additional

\$4.00 a year

The Little Schoolmaster's Classroom

THERE is probably no better way to accomplish a number of valuable things, as related to the dealer, than to send out a traveling exhibit of the originals of advertisements. It is being tried at this time by a large national advertiser who reports that the idea has been very successful.

The exhibit consists of nine original layouts, some in full color and others in black and white. They are in each case the originals of the artist and much larger than their final appearance in magazines.

Enlargements were made of all typography and pasted neatly into the compositions in their exact positions. Then frames and mountings were used.

A representative of the company sees to the placing of the exhibit. He suggests that inasmuch as they are all original paintings by well-known artists, the public will take an unusual interest in them. It is advised that they be placed in windows, with neatly printed cards stating that they are originals.

Aside from the advertising value, the advertiser has found that the interest of the dealer is greatly stimulated, and he therefore concentrates upon what the company is doing.

Almost invariably the exhibit is given generous display, in windows or in the store.

* * *

A librarian told the Schoolmaster recently that he had made the discovery that "Alice in Wonderland" has been used more than any other work as a theme for parody for advertisers who turn its main character and its other whimsical people to good account for their own story purposes.

According to the librarian, there have been no less than fifty adaptations of Alice and her quaint friends by advertisers. It seems easy to fit the mood of the narrative into arguments for a product.

The illustrations are usually as clever as the dovetailed text.

Next comes the use of the alphabet, making the letters bring out special sales points. Mother Goose runs third, with a small library of advertising adaptations to her credit.

The writings of Joel Chandler Harris and his Br'er Rabbit folk have been turned to advertising account in a most ingenious manner.

* * *

Football is King in the fall of the year and the National Cash Register Company believes in the timely suggestion. A big sales contest is now on in which every individual is striving to better his sales quota and beat his best previous October record. The National Cash Register "Sales Record" for October 24 has a cover in poster form. A large illustration shows in the background a crowded grandstand and a close-up of a gridiron scene full of action.

A giant football player in a crimson jersey has just broken through the line and run several yards from the line of scrimmage. Tightly clasped in his left arm is the pigskin labeled "Points." He is starting his first jumping stride toward the goal. He has a clear field ahead. On his sweater are the words "Selling Force." Immediately behind him and ready for the long chase, with hands poised for a flying tackle is the enemy player labeled "Best Previous October." An insert panel carries the story. It says, "Now for a touchdown—with only a few days to go the American Selling Force has a clean field for the biggest October in our history. Our best previous October is close behind but you are steadily increasing your lead. You've made a splendid run down the field and we know you'll sprint for the last few yards. Dayton is rooting for you—Hurry up! Get



Where better display sells better products

Every advertising and selling effort is brought to a resultful focus when the product is set on the dealer's showcase in a Brooks Display Container (Patented).

This display container attracts, explains, pleases and sells. It cannot be overlooked. It is a positive selling force as long as the store keeps open.

Many manufacturers are now using this unique selling aid. It is ready to serve hundreds of others in the same resultful way.

*Let us design one for your
own product.*

BROOKS BANK NOTE CO.

Springfield, Mass.

New York

Philadelphia

Boston

BROOKS DISPLAY CONTAINER

*Lithographed Folding Boxes—Labels—Window Display
Advertising*

I NEED


A man thoroughly posted on the users of photographs in quantity.

Communications should contain a statement of qualifications and compensation desired.


Address "J.N.," Box 99, care of PRINTERS' INK.



Howell Cuts 
for houseorgans
direct mail and
other advertising
ask for proofs
Charles E. Howell • Flisk Building • New York



Orders Wanted
for these pen and ink
drawings, two inches
square, made to order
\$2.00
Write for illustrated folder.
GEORGE P. RIDDICK
Citizen's Bank Building
Norfolk, Virginia



Today's THE DAY to Insure!
\$5,000 GOLF POLICY, \$6.00
For Men and Women. Particulars
for the asking.

Johnson M. Foxell
INSURANCE
1 West 34th Street, New York
Prior to 1919 N. Y. Representative
National Geographic Magazine

away from your opponent, make sure of your special quotas and go over that line for a touch-down."

* * *

The Scholl Manufacturing Company, manufacturer of foot specialties, has just finished an intensive sales campaign, working through its retailers. The campaign centred about Dr. Scholl's Demonstration Week, and one of the big features was an effort to get dealers to use Scholl window displays. The company furnished the material for the displays itself, but realized that this co-operation did not assure good displays.

In order to get dealers to make the best use of the display material the company advertised in trade papers the offer of a \$5 Parker Duofold, Jr., fountain pen to every dealer who would put in a special Scholl window and submit a photograph of it.

The Schoolmaster was interested to see how this company used an advertised product to get dealer co-operation. A straight offer of a \$5 prize would have little appeal for the average dealer, but the offer of a piece of advertised merchandise raises the prize out of the plane of dollars and cents into that of a reliable, desirable product, reliable and desirable in the dealer's eyes because of the advertising that has been put behind it.

* * *

There is in New York a men's clothing shop that is passed by many thousands of people every day. This shop has much window

CANADIAN ADVERTISING

CALL IN

SMITH, DENNE & MOORE.

LIMITED

TORONTO
Lumsden Bldg.

MONTREAL
275 Craig St.-V.

YOU!

You are one man in ten thousand.

You are a well-trained advertising man—perhaps a sales manager, an advertising manager or a publishing field solicitor. At any rate you have a selling background.

You *know* merchandising. You **KNOW** it, not merely know of it.

You are accustomed to meeting big advertisers, men who know a lot about advertising, and you can more than hold your own with them in a battle of wits.

You know how to meet a "Sorry, but not interested" situation with a constructive idea for increasing that advertiser's business, developed thru a careful analysis of the facts at hand, and thru hitherto undiscovered slants and angles.

We want YOU because you have initiative and resourcefulness and not only have brains but know how to use them to the best advantage.

We want you—to sell practical ideas, rather than mere white space, for one of the largest publishing houses in the United States.

A man of *your* caliber can not help but succeed, and he will have every chance to do so. His earnings will be gaged solely by his worth to us.

You will answer this advertisement because you will sense, between these lines, an unusual opportunity for you.

A salesman of your ability will sell himself thru his first letter to us just as successfully as he will later sell our proposition to his list of prospects. State the salary you consider yourself worth.

Your letter, of course, will be treated confidentially.

Address—

A. E. BOX 91, Printers' Ink

BIG BARGAIN FOR ADVERTISER

I offer 190,000 inches space at *immense* discount in 500 leading small town weeklies for which I hold contracts, paid for in full. All local news section. Will sell all or any part for cash; or can insert copy and bill on proof of publication. *This is all the space I have.* Quick action necessary. List of papers, etc., mailed on request.

"M. R.," Box 102,
Printers' Ink
185 Madison Avenue,
New York City

display space and it makes excellent use of that space. At least on four different occasions the Schoolmaster has seen a certain elderly gentleman stop before a window of the shop, reach into a vest pocket for his glasses, open the case, put on his glasses and then peer intently at some particular object in the window. His wholly self-absorbed manner and air of unconcern of the fact that people are everywhere about begets curiosity in the passerby and they too stop and peer into the window. After witnessing this performance for the third time the Schoolmaster had his own ideas on what the elderly gentleman was endeavoring to accomplish.

The Schoolmaster is certain now that his idea is not one of fancy, for it was only a few days ago, when he stepped into this clothing shop to make a purchase, that the elderly gentleman came forward to wait upon him. Consequently he feels that he can pass on to the Class this idea of applied psychology for attracting attention to window displays.

* * *

To the doubters who say that there is no opportunity for originality in the advertising of books the Schoolmaster submits

You can understand why the
**AMERICAN
RESTAURANT MAGAZINE**
makes good when you see it
Survey of the Industry is also free
First National Bank Building
CHICAGO

American Lumberman

Est. 1873 A. B. C. CHICAGO

With over 100 paid correspondents
in the largest producing and
marketing centers the American
Lumberman effectively

COVERS LUMBER FIELD

Proprietary Medicine

Manufacturers large and small all
read and rely on the trade paper
of their industry.

"Standard Remedies"

(440 South Dearborn, Chicago)

*In planning campaigns
to reach the medical
profession write to*
CLINICAL MEDICINE
CHICAGO

S. DEWITT CLOUGH, ADV. MGR.
EASTERN REP. H. R. SAUNDERS
17 W. 42ND ST. NEW YORK CITY.

FARMER AND BREEDER
Sioux Falls, South Dakota
SOUTH DAKOTA
SIOUX FALLS
COVERS SOUTH DAKOTA

Circulation

60,000

Line Rate 50c.

Member A. B. C.
Member A. P. A.

Advertising Representatives

JAMES M. RIDDLE COMPANY
Chicago New York Cleveland
Kansas City St. Louis
Atlanta San Francisco

FARMER AND BREEDER
SIOUX FALLS, S. D.

The "CLASSIFIED" Clearing House

NEW YORK ARKBERG SPECIAL AGENCY CHICAGO
REPRESENTING 500 NEWSPAPERS WRITE FOR BOOKLET

Artist's Assistant

A steady position is offered on the artist's staff of a large office organization. The work is lettering and designing for high-grade advertising. A year or two experience required. An opportunity to learn for a young man or woman. Submit samples. Write education, age and preferred wage to

"B. F.," Box 92, Printers' Ink

COLONIAL BUSINESS SERVICE
ONE HUNDRED NINE WEST FORTY - SECOND STREET
NEW YORK CITY - NY

MULTIGRAPHING

IS YOUR OPTIMISM WORKING?

American of unusually energetic, successful experience and ability; (business-professional along exceptional lines); intimate knowledge Latin-American countries, people, language; will loan himself to a man or organization properly attuned and correctly vibrating. Address "E. J.," Box 95, Printers' Ink.

Is there an advertising agency in New York that wishes to add to its force a capable man who does not guarantee to take with him immediate new business?

Address

"W. C.," Box 90, care of Printers' Ink

Northern New England
MASSACHUSETTS, MAINE
VERMONT, NEW HAMPSHIRE
POPULATION 5363000

For 25 years we have been building a plant and organization to dominate this territory in the limited Outdoor Advertising field. A complete, efficient service is now offered. This service meets your requirements.

THE KIMBALL SYSTEM
Main Office Lowell, Mass.

"GIBBONS Knows CANADA"

TORONTO

MONTREAL

WINNIPEG

the following piece of copy, used by G. P. Putnam's Sons to advertise "The Boy Grew Older," by Heywood Broun, who was formerly a sporting writer and who still turns his typewriter to the account of an important game:

"THE BOY GREW OLDER"

By HEYWOOD BROUN

is batting .846

THE SCORE:

At Bat	Hits	Put Out
Weaver, Brooklyn Eagle..	Home Run	0
Towne, New York Tribune	Home Run	0
Farrar, Bookman	Home Run	0
Wallace Irwin, Herald...	3-Bagger	0
Minot, Boston Herald...	3-Bagger	0
Tewson, Philadelphia		
Public Ledger	3-Bagger	0
New York Sun	3-Bagger	0
Holliday, New York Post	2-Bagger	0
New York Times	2-Bagger	0
N. P. D., New York Globe	Single	0
Osborn, New York World	Single	0
Adams, New York World	0 Strike Out	
Rascoe, New York Tribune	0 Pop Fly	

*Too hot to handle.

TOTALS

	A.B.	H.	Ave.
The Boy Grew Older..	13	11	.846

Shirley Olympius, recently with the Rochester, N. Y. American, is now with the classified advertising department of the New York American.

WANTED:

An Opportunity in Marketing Research

Former college instructor, 30 years old, university degrees, trained in economics, statistics and business, with unusual research experience and initiative, is interested in permanent opening in distribution analysis, commercial research, etc., with manufacturer, distributor or advertising firm. Feel sure can aid sales promotion and stabilization. Also knows personnel field. Address "J. K.," Box 96, care of Printers' Ink.

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Box 4

THE
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CITY

Classified Advertisements

Classified advertisements in "PRINTERS' INK" cost fifty-five cents a line for each insertion. No order accepted for less than two dollars and seventy-five cents. Cash must accompany order.

First Forms Close Friday Noon; Final Closing Monday Morning

BUSINESS OPPORTUNITIES

Printing Machinery and Supplies

New or Pre-Used
Printers' Complete Outfitters
CONNER, FENDLER & CO.
New York City

There is a printer out of town—one hour from Penn. Station—equipped to handle house magazines, catalogues, direct-by-mail advertising, etc., in New York style without the City overhead. Close co-operation, auto delivery. Glen Cove Press, Inc., Glen Cove, L. I. Tel. 498.

Research Man and statistician of broad experience in analysis of product and markets for manufacturers and agencies, is prepared to take on one or two clients. Work prompt, thorough, confidential. Capable assistant; special attention to charts and sales maps. Box 474, care of Printers' Ink.

ART SERVICE for sale. Established ten years, large clientele of best artists and customers, large stock of commercial art on hand. Going business. Can occupy present quarters or remove. Not much capital needed, might sell on profit-sharing basis. Only experienced salesman in commercial art considered. Box 478, Printers' Ink.

Floor Space for rent at \$50, \$75 or \$100 per month, 400 to 1,000 feet, with passenger and freight elevator service; fire-proof building, steam heat. Good opportunity for bookbinder, embosser, engraver or linotype with printer. Can give part trade for rent. Good location for other outside trade. Apply Mr. Young, Fifth Floor, 1780 Broadway, at 57th St., New York City. Circle 4568.

HELP WANTED

WANTED—Circulation Manager of high calibre for a high-calibre weekly, who specializes in home and mail circulation. None sold on newsstands or in bulk. Box 458, Printers' Ink.

YOUR OPPORTUNITY

THE FORD DEALERS NEWS carries the best advertising in the largest automotive field. EVERY Ford dealer in this country reads every issue. Some high class advertising representative in the PITTSBURGH territory can increase his income representing us on a part time basis. Send full particulars in first letter. THE FORD DEALERS NEWS, LONG ISLAND CITY, N. Y.

WANTED—YOUNG MAN TO COVER EASTERN TERRITORY FOR FARM PAPER. College man preferred. State experience, age. Address Box 471, care of Printers' Ink.

COPY WRITER WANTED

Give full details in first letter. Samples of work submitted will be returned. Keeshen Advertising Co. Oklahoma City, Okla.

Live Salesmen—For a popular-priced line of Aluminum Cooking Utensils. Commission basis. No objection to men selling Non-Conflicting Lines (Pottery, China, Glassware, etc.). Box 460, care of Printers' Ink.

Artist—New York City litho house, specializing in window-display work. Permanent position. Requirements include experience and working knowledge of litho color work. Answer in detail, including salary expected. Box 448, P. I.

ART EXECUTIVE

Man wanted at once experienced in advertising and art who will be able to develop within a short time to assume the responsibilities of art executive and visualizer for advertising agency in New York City. Address Box 463 P. I.

Advertising Solicitor—Experienced in trade-paper field to represent an old-established mechanical paper in Michigan, Indiana and southern Illinois. Excellent opportunity for right party. State fully your experience, age and compensation required. Box 469, Printers' Ink.

SALESMAN (Advertising) to sell our direct advertising service to business and professional men; something different and original; splendid opportunity to right man; exclusive territory; permanent future. If you are used to earning \$500 or more monthly on commissions basis, and desire to improve your position, we have the ammunition. The Service System, 16-22 Lawrence St., Newark, New Jersey.

NEWSPAPER ADVERTISING MEN WANTED

An established service agency doing a nation-wide business with banks and merchants has available territory in West, South and East for men with newspaper advertising experience.

These connections call for advertising salesmen of ability who can produce in volume. Give age, experience and full particulars in first letter. The Hahn-Rodenburg Company, Springfield, Ill.

ARE YOU THE MAN?

We have an opening for a live, crack-jack salesman. A man who knows printing . . . where to get printing business, and will appreciate the hearty co-operation of a completely equipped printing organization. Write and tell us all about yourself. If you are the man we'll make you a good proposition. Box 449, P. I.

**ADVERTISING SOLICITOR
WANTED**

to follow up leads and represent the leading radio national weekly full or part time on commission basis. Open territory Philadelphia, Pittsburgh, Washington, Cleveland, St. Louis, San Francisco, Radio World 1493 Broadway, New York.

MISCELLANEOUS

We would purchase a Kelly Press that has been rebuilt or not too badly worn. State condition of machine, price and when delivery can be made. Box 477, Printers' Ink.

Bound Volumes Printers' Ink—Years 1911 to 1922, inclusive. What am I offered for entire lot? Box 472, Printers' Ink.

POSITIONS WANTED

American woman, ten years' editorial experience, now employed, wants trade-paper work. Good correspondent and gets co-operation. Has common sense and sense of humor. Box 462, P. I.

PUBLICITY MAN

A man who knows advertising, and can make it produce, is open for connection with a progressive concern. Box 453, Printers' Ink.

MANUFACTURERS

Can you use ambitious young man, 23, Commercial Artist, Good Letterer, in your Art Department at Moderate Salary? Box 454, Printers' Ink.

Writer of dynamic merchandising copy, whose layout ideas equal his text, wants agency connection. Freelanced 5 years; now 3 years with automotive magazine publisher. Will go anywhere. Box 464, Printers' Ink.

Male Stenographer - Correspondent

Can write selling copy. Good letterer and has thorough knowledge of merchandising. Would be valuable worker in small or medium-sized agency or advertising department. Will start in any capacity where hard work, loyalty and creative ability win promotion. Box 466, Printers' Ink.

**I'll Help Build Up a
Small Agency**

Agency-trained copy and contact man, 28; record of successful results for retailers and manufacturers of furniture, clothing and automobile accessories. Writes direct-mail copy that really sells. Experienced layouts, printing, art work, engraving. Address Box 465, Printers' Ink.

ADVERTISING ASSISTANT

Wanted—A mission as the ever-present help of a superior on whose scales Personality, Adaptability, Industry, and Absorption will tip the beam against past Advertising History. Box 452, Printers' Ink.

MAIL SALES EXECUTIVE

Young woman wants New York position. Thorough knowledge office administration, advertising, merchandising, publicity, demonstrations. Experienced foods, books, stocks, toilet articles. Address Box 473, Printers' Ink.

**ADVERTISING SALESMAN,
MANAGER or REPRESENTATIVE**

Twelve years' experience, including dealer helps, trade paper, newspaper, magazine, outdoor. Available for high-class proposition, New York, November fifteenth. Box 451, Printers' Ink.

VISUALIZER

Practical artist with specialized talent for creating advertising ideas—anything from page layouts to 24 sheet. Thorough knowledge of form, color and reproduction; experienced executive. Will connect with first-class agency or national advertiser. Box 456, care Printers' Ink.

Advertising and Sales Promotion Expert seeks new connection. Specialist in sales literature, house-organs, etc.; 14 years' experience in mail order, toilet preparations, newspaper, publishing and kindred lines. Age 33, American. Salary \$5,000. Address Box 468, Printers' Ink, Chicago Office.

I AM AN AGENCY MAN

College education. Wish to change to position guaranteeing rapid advancement. Good knowledge of engraving, electrotyping and all agency detail. Excellent correspondent and experienced make-up man. Box 457, Printers' Ink.

SEASONED EXECUTIVE**OFFICE MANAGER****SUCCESSFUL ORGANIZER**

Experienced in financial matters. Proven ability in installation and operation time and money-saving accounting systems. Fifteen years' experience in the Agency field with a clean record of accomplishment is open to your investigation. Now. Box 450, Printers' Ink.

I'M A GO-GETTER

in direct-by-mail selling. Practical university business training plus four years' valuable executive work. My initiative and experience will appeal to the busy advertising manager needing assistant who can not only plan profitable mail campaigns, but also write letters, prepare broadsides or enclosures and buy printing. Now holds position of trust, planning and executing direct-by-mail campaigns, but seek more selling responsibility with established industrial concern. Age 27, married, home in Chicago, but will go anywhere in Middle West if your proposition holds unlimited possibilities. Available December 15. Box 459, Printers' Ink, Chicago Office.

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Able Executive Available. Developer of complete advertising campaigns. Technical, sales and advertising experience. **An unusual man for executive or assistant executive position.** Box 470, P. I.

An American, 40 years of age, having had twenty years' experience in South America and Europe with large export and banking house, desires sales management of factory doing foreign business. Speaks Spanish and French, and can give best of references. Address Box 475, Printers' Ink.

DEALER DISPLAYS

Thoroughly familiar sales routine and co-operation salesman need: digging up leads, developing them into genuine sales prospects, creating the display idea. Expert sales letter writer. Age 27, eleven years' advertising experience. Best credentials. Box 461, Printers' Ink.

AN ARTIST'S APPEAL

I appeal to any responsible organization to give me a chance as an artist. Am having great difficulty to get proper start despite the high-class work am producing. I specialize in pen and ink, water-color; my style is highly decorative, resembling Beardsley's, Erte's, yet absolutely original and individual. Good in female figure; technique absolutely fine, great adaptability magazine advertisements and illustrations. Only those truly interested please write me. Thank you. Box 467, Printers' Ink.

WE CONNECT THE WIRES

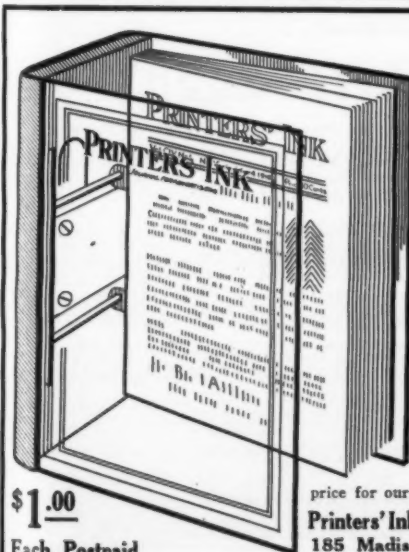
DEALERS SERVICE MANAGER, has originated merchandising ideas, shown dramatic ability in advertising, wants sales promotion work. Has personality, breadth from education and travel, versatility by newspaper training, business sense through manufacturing experience. Knows farm markets, theatrical publicity, automobile, mechanical, and rubber goods dealers. Age 28; any offer over \$3000 will be considered. Our No. 1983-B.

FERNALD'S EXCHANGE, INC.

THIRD NAT'L BLD'G., SPRINGFIELD, MASS.

Available Jan. 1st

Artist handling all branches of commercial art in pen and wash work. Thoroughly trained in agency, newspaper and store work. Connection with first-class firm desired. No floater. Efficient, dependable and loyal. \$60.00 per week secures my services. Samples of work submitted upon request. Box 476, care of Printers' Ink.



\$1.00

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Binders FOR PRINTERS' INK

Printers' Ink binders will hold an average of ten copies each. Figure five binders for a year's copies. Each issue, as received, can be securely fastened in the binder, by a very simple arrangement, and will open like a book, with all inside margins fully visible.

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Printers' Ink Publishing Company
185 Madison Ave., New York

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Outdoor Advertising

NATION-WIDE

**110,000,000
CIRCULATION**

**SAYINGS MADE FAMOUS
BY OUTDOOR ADVERTISING**

Number Three

"BEST BY TEST"

"Repetition Builds Reputation"

"Reputation is Success"

Thos. Cusack Co.

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LOOMIS &
CONGRESS STS.

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FIFTH AVE.
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**BRANCHES IN 45 CITIES OPERATING IN OR
REPRESENTING OVER 8,500 CITIES AND TOWNS**



\$2 per copy
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EVERY process in the production of a great metropolitan newspaper is described and illustrated in a book just published by The Chicago Tribune entitled "The W. G. N."

Reporting, foreign news service, typography, presswork, circulation methods, newsprint manufacture—all are described in 300 lively pages with more than 100 illustrations.

The price at which this book is being sold is less than the cost of production and far less than its value to any advertising man, journalist or printer.

Mailed postpaid on receipt of \$2.00 by the Business Survey of The Chicago Tribune.

, 1922

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